

The Inland Printer

Feb. 1917



**Looking back over the year just passed,
We feel, that despite the many difficulties
It was necessary to overcome,
We have, to the fullest measure,
Lived up to that high standard of service
Our customers have learned to expect.
And now,
With the completion of our new buildings.
Additional equipment, and increased
facilities,
We are fully prepared to meet the
Constantly growing demands for our
products.**



Sigmund Ullman Co.

New York Chicago Cleveland



Brother Jonathan Bond

The Supreme Achievement

If you want to feast your eyes on the most perfect and appropriate business Writing Paper ever made, secure specimens of the new and improved Brother Jonathan Bond.

We tell you frankly that this paper is made solely with regard to efficiency in business letter writing. Its surface, its color and its strength are based upon a definite knowledge of the requirements of a paper that will enhance the results of correspondence.

The new paper is a radical improvement. It has that distinctive and distinguished appearance which marks it at once a perfect paper for the purpose. We believe it to be the only strictly scientifically made business Writing Paper at the command of an exacting trade. Send for a sample book of this remarkable product.

Distributors of Brother Jonathan Bond and other "Butler Brands"

Standard Paper Co. Milwaukee, Wis.
 Missouri-Interstate Paper Co. Kansas City, Mo.
 Mississippi Valley Paper Co. St. Louis, Mo.
 Southwestern Paper Co. Dallas, Texas
 Southwestern Paper Co. Houston, Texas
 Pacific Coast Paper Co. San Francisco, Cal.
 Sierra Paper Co. Los Angeles, Cal.
 Central Michigan Paper Co. Grand Rapids, Mich.



Mutual Paper Co. Seattle, Wash.
 Commercial Paper and Card Co. New York City
 American Type Founders Co. Spokane, Wash.
 National Paper & Type Co. (Export only) New York City
 National Paper & Type Co. Havana, Cuba
 National Paper & Type Co. City of Mexico, Mexico
 National Paper & Type Co. Monterrey, Mexico
 National Paper & Type Co. Guadalajara, Mexico
 National Paper & Type Co., Buenos Aires, Argentine Republic



J. W. Butler Paper Company, Chicago

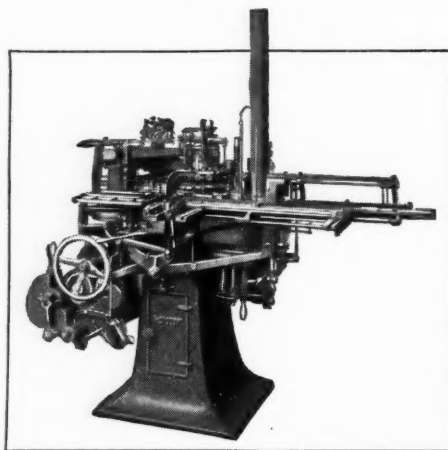
ESTABLISHED 1844

What is Non-Distribution?

“NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs and rules, directly from the Monotype Type & Rule Caster, which makes this material so economically that whole pages after use are melted up to make new material. Thus, Recasting replaces Distribution.”

We created the *Non-Distribution System* which is possible only with Monotype equipment, and originated the word *Non-Distribution* to fittingly describe it. The success of the system has induced imitating competitors to use the word in connection with less efficient methods, but there is only one *Non-Distribution System*

Composing
Machine



Type & Rule
Caster

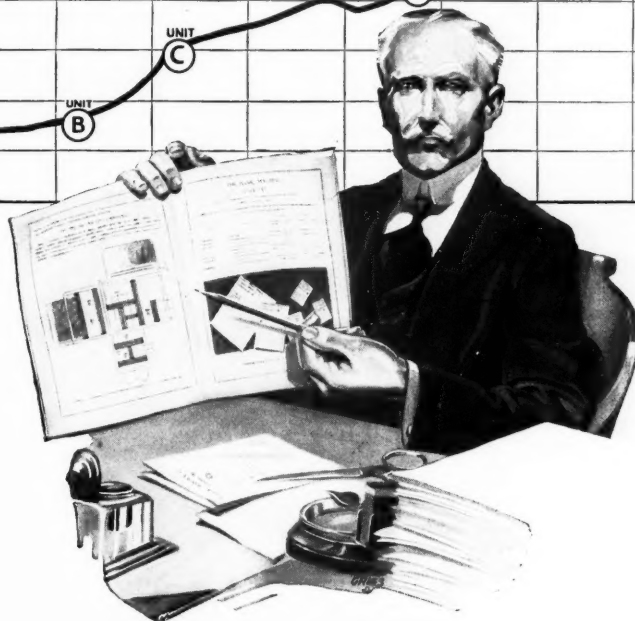
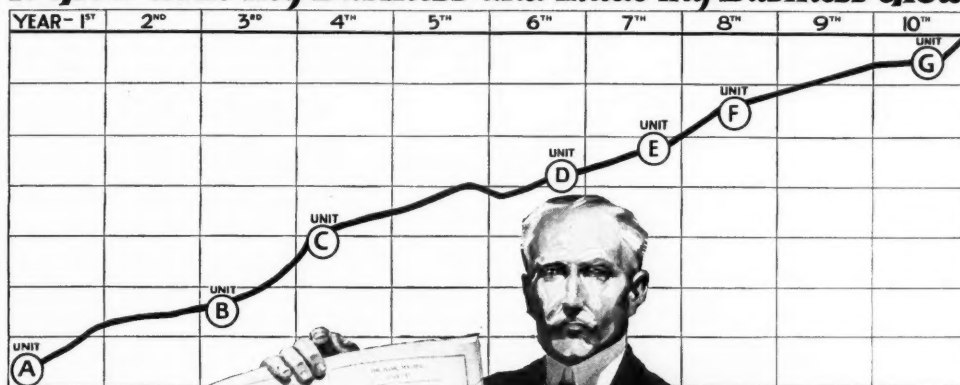
LANSTON MONOTYPE MACHINE CO · PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building

CHICAGO: Rand-McNally Building
TORONTO: Lumsden Building

SEND FOR OUR FOLDER ON NON-DISTRIBUTION

"It Grew with my Business and made my Business Grow"



DEXTER FOLDER N°189



Get This Instructive Booklet

YOU WOULD LISTEN if some one told you how to equip your plant so that its capacity could be increased as your needs require, without tying up your capital unnecessarily.

We can tell you how to accomplish this with your jobbing folders. And all it will cost is a two-cent stamp to ask for our new booklet describing the unit system of constructing our No. 189 type folder.

It shows in picture and text just how you can start with the basic unit and add any or all of *six additional* units whenever the nature of your business justifies.

It is an interesting booklet whether or not you may be in the market just now for a folding machine. It contains information about folding which you will need if you are going to profit from the enormous demand for printing now sweeping the country.

Why deprive yourself of this helpful booklet?

Please write for it on your business stationery.

DEXTER FOLDER COMPANY

Folding, Feeding, Binding, Cutting Machinery

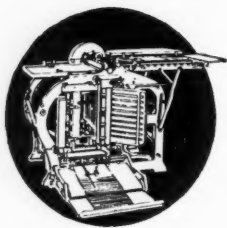
New York Chicago Philadelphia Detroit Boston
Atlanta Dallas San Francisco Toronto



Please Mention THE INLAND PRINTER When Writing to Advertisers.

159 different VERSATILITY folds

*You can
make
more folds
on a
Cleveland*



OF great importance, when selecting a folding machine, is the matter of getting one that will do *all* your folding—one that will make all the so-called "standard folds", and also the many odd folds that are being used more and more by progressive direct-mail advertisers. The "Cleveland" Folder recognizes no "standard folds"—it sets new standards—it makes the greatest number of folds—parallel, right angle and oblong—speedily, accurately and at minimum cost.

The Model B "Cleveland" makes 159 different folds—114 forms that cannot be folded by *all* other types of folding machines *combined*; and the "Cleveland" will fold a wider range of sizes of sheets than *any* combination of 3 other types of machines. We will welcome an opportunity to prove these claims to you.

Your folding facilities will never be RIGHT for maximum production and minimum costs until you use a "Cleveland". When shall our representative call to explain the "Cleveland" in detail?

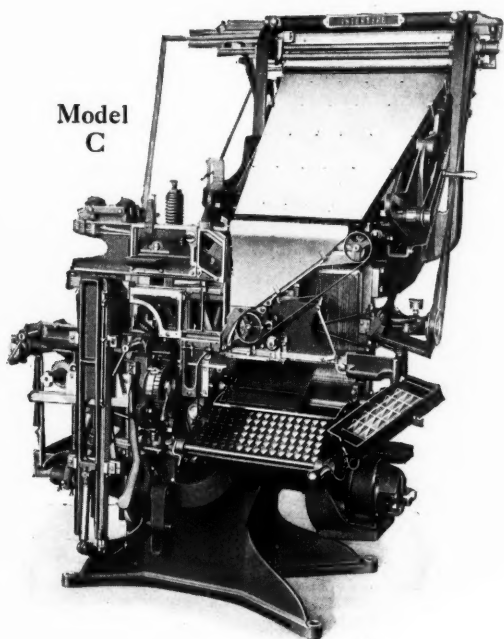
**The
CLEVELAND FOLDING MACHINE
COMPANY** **Main Office and Factory: CLEVELAND**

Printing Crafts Building
New York

The Bourse
Philadelphia

532 S. Clark Street
Chicago

INTERTYPE



Model
C

*Sets a New Record
for
One Month's Sales*

Orders Entered for

**76
Machines**

During December

WE take this opportunity to express our appreciation of the confidence thus shown by publishers and printers in the INTERTYPE and in our organization. It will be our constant aim to justify that confidence by building INTERTYPES so well that every buyer becomes a booster.

Intertype Corporation

NEW YORK
World Bldg.

CHICAGO
Old Colony Bldg.

NEW ORLEANS
539 Carondelet St.

SAN FRANCISCO
86 Third St.

FIRST SHOWING OF THIS NEW TYPE FACE

GOUDY TITLE

PATENT APPLIED FOR

48 Point

5 A \$6 60

REDUCTIONS

42 Point

5 A \$5 25

COMPROMISED

36 Point

6 A \$4 60

18 Point

13 A \$2 50

SINCERE DESIGNS

FINEST PRINTING PRODUCED WITH NEW TYPE SERIES

24 Point

9 A \$3 05

30 Point

8 A \$3 75

CONTENDED SUPERFICIAL

CONSIDER METHODS

14 Point

17 A \$2 20

ENVIRONMENT HAS EFFECT ON A COMPOSITOR

10 Point

23 A \$1 80

STUDENT COMPOSED DISTINCTIVE SAMPLE OF TYPOGRAPHY FOR FAMOUS EXHIBITION

8 Point No. 1

32 A \$1 55

GOUDY TITLE MAKES THE FINE
CATALOGUES FINER, AND GIVES
DIGNITY WITH POWER TO ANY
PAGE, AS WELL AS TO BUSINESS
OR PROFESSIONAL STATIONERY

6 Point No. 2

36 A \$1 20

MOST OF THE WORLD'S COMMUNICATION IS
THROUGH PRINTED WORDS AND THE REAL
EFFECTIVENESS DEPENDS NOT ONLY ON THE
SUBJECT MATTER BUT ON THE MANNER OF
ITS EXPRESSION; THE TYPOGRAPHY BECOMES
THE FIRST PART OF A MESSAGE \$1234567890

GOUDY TITLE

A COMPANION FACE
TO THE

Goudy Oldstyle

AND

Goudy Italic

USED BY ITSELF, THE
GOUDY TITLE WILL
PROVE TO BE A VERY
GOOD ADDITION TO
YOUR TYPE SUPPLY

FOURTEEN
SIZES

AMERICAN TYPE FOUNDERS COMPANY

DESIGNER OF
DISTINCTIVE TYPE STYLES

12 Point

19 A \$2 05

EXTRAORDINARY ORDERS SECURED THROUGH LARGE FIRMS \$1234567890

8 Point No. 2

26 A \$1 55

PRINTERS' ORGANIZATION CONTEMPLATES ORIGINAL MEASURE TO MATERIALLY INCREASE MEMBERSHIP IN VARIOUS EASTERN STATES

6 Point No. 3

30 A \$1 20

PROGRESSIVE PRINTING SOLICITORS
REALIZE THAT A HIGHLY IMPORTANT
ELEMENT IN PRODUCTIVE PUBLICITY
LITERATURE IS THE EVIDENT TRUTH
OF THE VARIOUS STATEMENTS MADE

6 Point No. 1

44 A \$1 20

AMONG THE ESSENTIALS FOR ARTISTIC BOOKMAKING
MAY BE MENTIONED AN EXACT UNDERSTANDING ON
THE PART OF THE PUBLISHER, PRINTER, DESIGNER, OR
WHOEVER IS RESPONSIBLE FOR IT, OF THE DIFFERENT
METHODS AT HIS DISPOSAL FOR THE PRESENTATION
OF HIS SUBJECT THROUGH THE MEDIUM OF PRINTING

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MILWAUKEE

133-135 Michigan Street

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building

The Miehle

Investment

Purchasing a Miehle is just like buying a standard bond listed on the stock exchange.

This is what makes the Miehle the favorite investment of printers everywhere.

Because the principal is perfectly safe, in spite of the fact that the income is greater than is possible on any other press.

Miehle Printing Press & Mfg. Co.

Manufacturers of "The Miehle" and "The Hodgman" Two-Revolution Presses

Factories: Chicago, Illinois, and Taunton, Massachusetts
Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States:

CHICAGO, ILL. - - 1218 Monadnock Block	DALLAS, TEX. - - - 411 Juanita Bldg.
NEW YORK, N. Y. - 2840 Woolworth Bldg.	BOSTON, MASS. - - - 176 Federal St.
PHILADELPHIA, PA., Commonwealth Trust Bldg.	SAN FRANCISCO, CAL. - 401 Williams Bldg.
ATLANTA, GA., Dodson Printers Supply Co.	

DISTRIBUTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

"AMERICAN"



POSITIVE TIMED FEED

*compels
constant output*

*Feeding
quickly learned
by
average boy
or girl*

POSITIVE KNIFE FOLDING

*—greater accuracy,
less spoilage*

*Automatic Rectifiers
guarantee
perfect register*

UNIVERSAL PACKER DELIVERY

saves jogging time

*The "American"
is the
ONLY TAPELESS
FOLDER
so equipped*

The Biggest Money-Maker and Labor-Saver of Them All

If you have hitherto done all your folding by hand you will select an "American" Model "C" High Speed Tapeless (Knife) Job Folder, because of its *unrivaled speed, remarkable range of work, absolute accuracy, simplicity of setting and ease of feeding.*

If you now own only one folding machine and the increase in your business demands the installation of another, the "American" Model "C" will be your wisest investment for the same reasons.

If you operate a bindery necessitating the use of the large double 16 and 32 tape folders, there is still a big percentage of your work that can be done *quicker, more accurately and therefore more profitably* on the Model "C" American.

We want to prove it on your own floor at our expense and without any obligation to you.

Will you take us up?

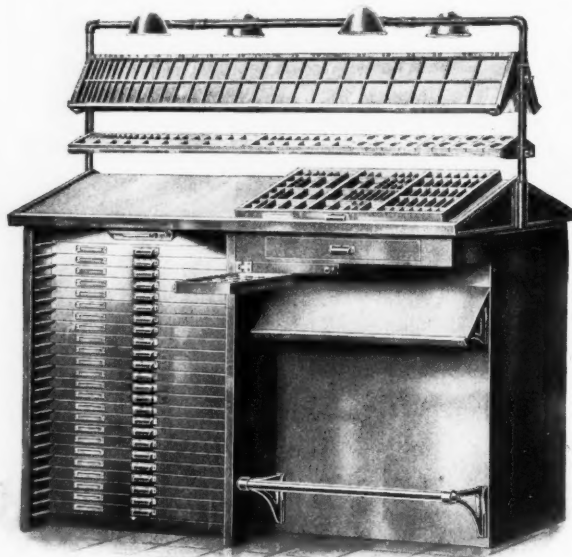
Tell us your particular condition—write Dept. IP at once.

THE AMERICAN FOLDING MACHINE CO.

WARREN,
OHIO

Motion Study in the Average Composing-Room

will disclose the fact that a very considerable percentage of the compositor's time is spent in walking from one point to another in gathering



(Adman Steel Cabinet No. 549)

the various materials required to produce a job. This is not the compositor's fault. Usually he knows that time is being wasted but doesn't get an opportunity to express his opinions.

The modern way puts all of the materials that are ordinarily used right where the compositor can reach them without moving from the alley. A modern Cabinet of this nature is illustrated herewith. Study this illustration and you will note that ample provision is made for leads,

slugs, spaces, quads, thin spaces, thin leads, brass rule, in addition to a large supply of type. All of this is accommodated, and still ample, clear working space is left for handling the larger jobs.

There is still another advantage to this Cabinet which will be appreciated by printers with crowded quarters—namely, a saving of about 50% in space over that required by obsolete equipment.

If you would save time and money, put yourselves in touch with our Engineers, who will show you what can be done in your plant at moderate cost. Why not start to-day making the composing-room a paying investment instead of a drag?

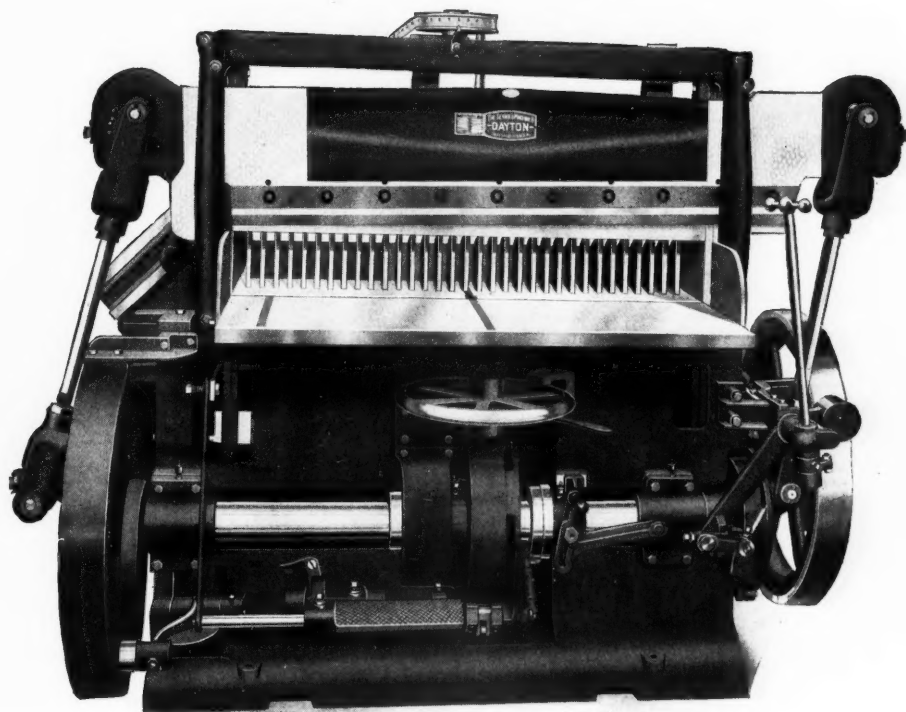
The Hamilton Manufacturing Company

**HAMILTON EQUIPMENTS ARE CARRIED IN STOCK
AND SOLD BY ALL PROMINENT TYPEFOUNDERS
AND DEALERS EVERYWHERE**

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

The Seybold "Dayton" Automatic Cutting Machine



IN purchasing a Cutting Machine, measure its VALUE by the RESULTS you are able to obtain by its use.

We welcome the closest comparison of the QUALITY and QUANTITY of the output of the DAYTON CUTTER with that of any other make.

ASK FOR A DEMONSTRATION

THE SEYBOLD MACHINE COMPANY

Makers of Highest Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Box Makers, Paper Houses, Textile Manufacturers, Sample Card Houses, etc.

Main Office and Factory, DAYTON, OHIO, U. S. A.

NEW YORK.....151-163 W. 26TH STREET
CHICAGO.....112-114 W. HARRISON STREET
ATLANTA, GEORGIA.....J. H. SCHROETER & BRO.
DALLAS, TEXAS.....BARNHART, BROS. & SPINDLER

SAN FRANCISCO, CAL.....THE NORMAN F. HALL CO.
TORONTO, ONTARIO.....THE J. F. MORRISON CO.
WINNIPEG, MANITOBA.....TORONTO TYPE FOUNDRY CO., LTD.
LONDON, ENGLAND.....SMYTH-HORNE, LTD.



Permanent Success in Business

is absolutely dependent upon retained patronage. Patronage can be obtained only through one's reputation of selling serviceable and dependable goods. Many times the judgment and final selection of stationery is left to the printer. His final word may mean the end of business relations, or the establishment of a satisfied account. To satisfy, one only has to recommend and prove the value of using

Old Hampshire Bond

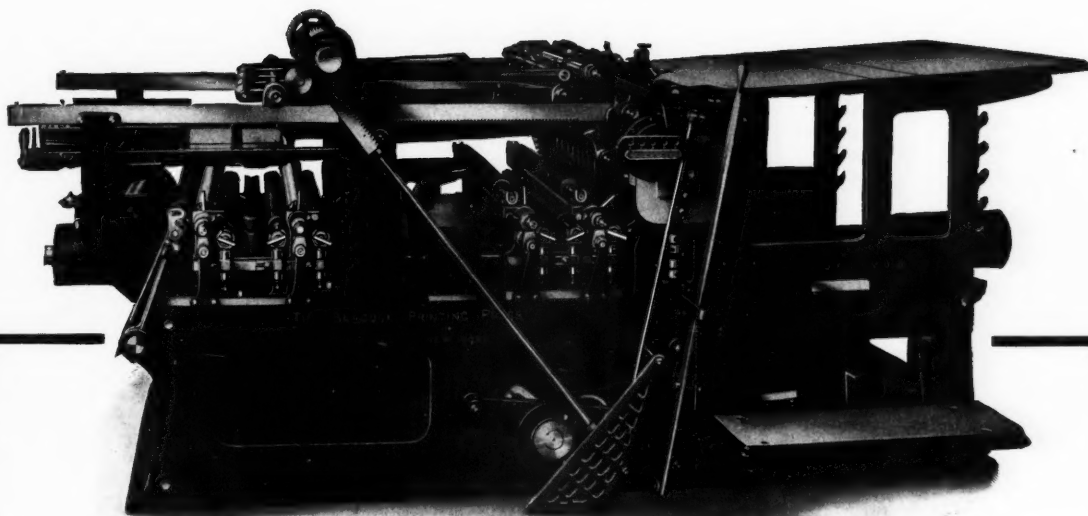
A Fine, Strong, Clean Sheet of Bond Paper,
instantly revealing its character. Definitely leaving
an impression of unusual quality. Made "a little
better than seems necessary" in a mill where bond
papers *only* are made, there is the utmost safety in
recommending it as "the standard paper
for business stationery."

HAMPSHIRE PAPER COMPANY

*The Only Paper Makers in the World
Making Bond Paper Exclusively*

SOUTH HADLEY FALLS

MASSACHUSETTS



The Babcock Optimus

two and three roller, two-revolution presses cover the field efficiently and completely for all classes of work which can be printed on a sheet 25" x 38" or smaller

They Are Built in Three Sizes

THE No. 35 OPTIMUS, a two-roller press with diagonal table rollers, prints any size form up to 21" x 31" on a 23" x 34" sheet, at any speed up to 3,000 impressions per hour.

THE No. 41 OPTIMUS, a two-roller press with our spiral-driven table rollers, prints any size form up to 23" x 37" on a 25" x 38" sheet, at any speed up to 2,800 impressions per hour.

THE No. 43 OPTIMUS, a three-roller press with our spiral-driven table rollers, prints any size form up to 23" x 37" on a 25" x 38" sheet, at any speed up to 2,500 impressions per hour.

EVERY TIME-SAVING CONVENIENCE, EVERY PRINCIPLE OF EFFICIENCY, EVERY DEGREE OF THOROUGHNESS found in the large OPTIMUS presses is built into these small presses, so far as is practicable on a small machine.

HOW CAN ANY PRINTER, having nothing but large two-revolution presses, HOPE TO COMPETE, in these days of high costs, WITH HIS NEIGHBOR WHO IS EQUIPPED WITH AN OPTIMUS PONY?

NO PRINTING ESTABLISHMENT can to-day afford to be without one or more of these small, efficient machines.

Our Best Advertisements Are Not Printed — They Print

The Babcock Printing Press Manufacturing Company

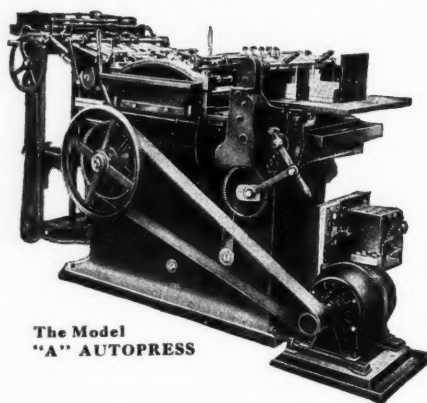
NEW LONDON, CONN.

38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
Miller & Richard, General Agents for Canada — Toronto, Ontario; Winnipeg, Manitoba
F. H. Boynton, Sales Agent, 86 Third Street, San Francisco, Cal.
John Haddon & Co., Agents, London, E. C.

**Here, Master Printers, Right Below, is the
Model "A" AUTOPRESS,
famous for speed of output, quality and
low production costs. Fine for the printer
whose runs average 3,000 upwards**

The Model "A" AUTO-PRESS is a flat-bed cylinder press that automatically feeds, prints, delivers, counts and jogs at a guaranteed speed of 5,000 impressions an hour. Truly called "the money-maker of the pressroom," because it produces a bigger and better output in quicker time and at lesser cost. Over a thousand in use throughout the world.



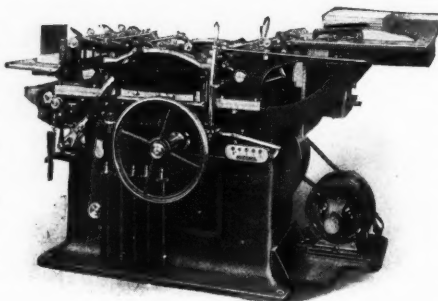
**The Model
"A" AUTOPRESS**

A versatile press is the Model "A." While not a specialty machine it is widely used on specialty work. For example, some printers run it exclusively on gummed label stock; others on fine cigar label work in eight and more colors; others on cartons, tickets, loose leaf forms, etc.; and scores employ the Model "A" for all kinds of printing, from ordinary commercial forms to the highest grade of half-tone and color work.

AMERICAN AUTO-PRESS COMPANY
(INCORPORATED)

110-112 West Fortieth Street, NEW YORK CITY

"The Baby" Cylinder is a rapid semi-automatic hand-feeding press, that any man or boy in your plant can operate and produce from 3,500 to 4,800 impressions an hour with but a few days of practice. Built along the same lines as the Model "A" AUTO-PRESS, but with an especially designed feed-board instead of an automatic feeder.



While designed for short runs, "The Baby" Cylinder will quickly eat up what occasional long runs the printer encounters. The quality equals the AUTOPRESS in every particular. So simple in operation that anybody, without previous feeding experience, can get behind the feed-board and hand-feed at great speed in a few minutes without fear of injury to himself or press.

And directly above is "The Baby" Cylinder giving as fine service as the AUTOPRESS, but a semi-automatic, hand-feed press for printers having mainly short runs. It takes job of even 100 impressions to good profit.

Write for New Booklets, Prices and Terms



The Choice of Paper Makers

AT both the 1915 and 1916 annual dinners of the National Paper Trade Association, the beautiful menu-programs were printed on Strathmore Aladdin Covers.

They had an air about them—a different texture and a different look that represented the supreme luxury in paper from the paper makers' point of view.

Strathmore Aladdin is ready to express the distinction of any advertiser's house or product. *It says the unusual commodity's say.*

We've a graphic demonstration booklet that will help you. It is entitled, "Paper Does Express." Ask also for "Selective Mailings," another Strathmore publication that will help the printer sell his wares. Both booklets are free upon request.

Strathmore Paper Co., Mittineague, Mass., U. S. A.

Strathmore Quality Papers



Buyers of Printing

*Do you realize what the Shepard imprint
on your printing means to you?*

It means that you are getting these things:

- The benefit of a quarter of a century's experience in doing the very highest grade of work.
- The best that is to be had in printing and service.
- The best in printing at a price only commensurate with the character of the work; not higher—perhaps lower, because of our superior organization and volume of business—than the same quality of printing costs elsewhere.
- Typography that will tell your story the way you want it told—forcefully, effectively, yet pleasingly.
- Presswork that will display your product to its very best advantage—that will bring out every detail.
- Printing, in fact, that will represent your house to its satisfaction, credit and profit.

Let us submit a Shepard dummy on
any printed subject you have in mind

THE HENRY O. SHEPARD COMPANY

PRINTERS :: DESIGNERS
BINDERS :: ENGRAVERS

632 Sherman Street, Chicago, Illinois



The New Chandler & Price Catalog

A Representative Showing of Machinery

The machinery shown in this catalog is standard equipment in 90 per cent of the print shops in America.

For that reason alone, every printer should have a copy of this book for ready reference.

A Splendid Piece of Printing

As an example of fine presswork, this catalog is worth the careful study of any printer—big or little.

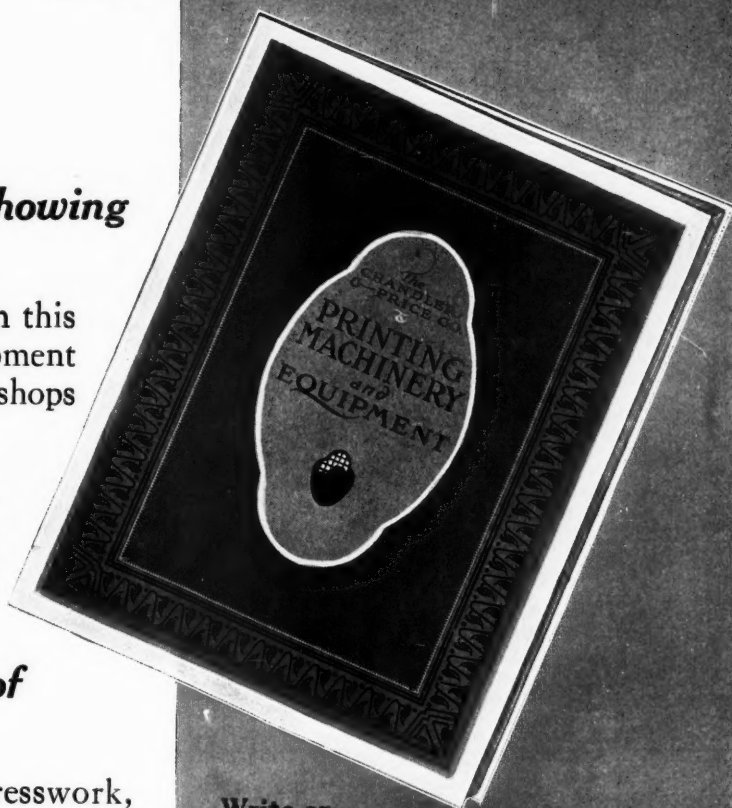
The cover is in 4 colors, 3 of which are solid tints, printed on an *antique* stock. The inside is an average grade of coated book with a tint border and containing six full page half-tone plates.

This book was printed complete on Chandler & Price Presses by the regular working force of The Corday & Gross Company.

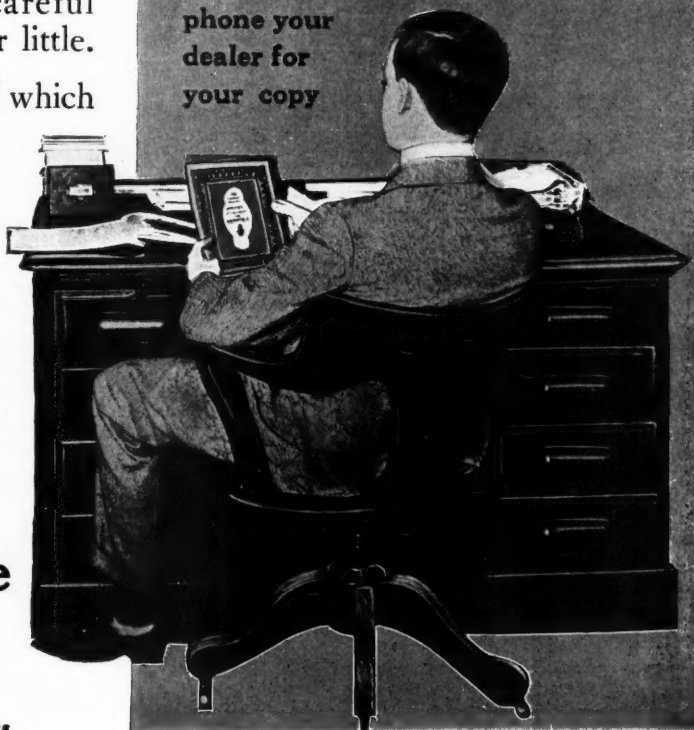
**The
Chandler & Price
Company**

CLEVELAND, OHIO

Agencies and Dealers in Principal Cities



Write or
phone your
dealer for
your copy



**In Our Endeavor to Deserve Your Patronage
and Keep Open** →

We aim to give
the **QUALITY**
of **INKS** and
Service which
will make you a
pleased and reg-
ular customer of



THE QUEEN CITY PRINTING INK COMPANY

CINCINNATI
ROCHESTER

CHICAGO
ST. PAUL

BOSTON
MINNEAPOLIS

PHILADELPHIA
DALLAS

DETROIT
KANSAS CITY

It seems as though the war will never stop. Also

The demand for our

Colored Gummed Papers

does not seem to be decreasing

We advised the printer when the war first started that our supply was large, and although you have drawn on it in ever-increasing numbers, it still is ready to answer your beck and call.

In addition to bright, rich shades, you have a gummed paper that is guaranteed flat.



Ideal Coated Paper Co.

BROOKFIELD, MASS.

CHICAGO

CINCINNATI

NEW YORK

Scott Printing Machinery to Suit Your Requirements

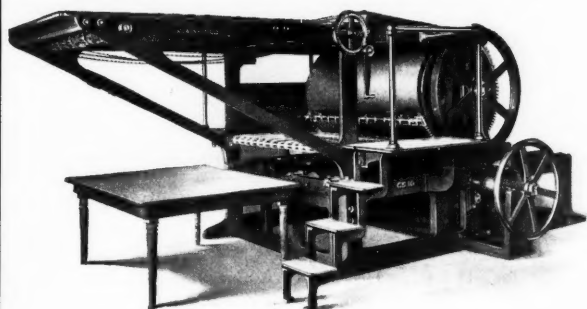
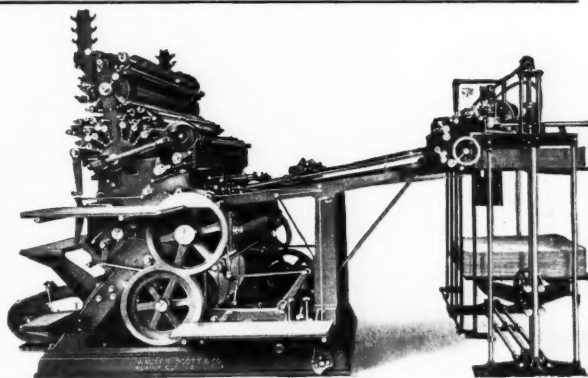
The Scott Rotary Offset Press

is used by the leading concerns in this country and abroad. It is built in many sizes, printing sheets 22x30 inches up to 45x65 inches.

The illustration shows machine with Automatic Feeder attached.

It is also built with a pile delivery which brings sheets out on lowering delivery board.

Some of the best calendars issued this year were printed on Scott Offset Presses.



The Scott Cutting and Creasing Press

has demonstrated its ability to turn the work out faster than done heretofore.

Built in three sizes.

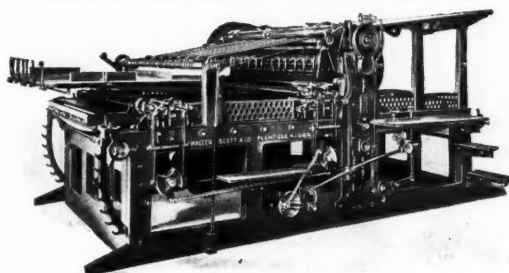
- No. 4. Maximum Form 27 x 35 Inches.
- No. 6. Maximum Form 37 x 46 Inches.
- No. 10. Maximum Form 45 x 65 Inches.

Our patented Reciprocating Delivery and Color Printing Attachments can be added at any time.

The Scott Two-Revolution Press

is built with two or four form rollers.

All presses have four tracks, four air chambers, the presses give an unyielding impression and register to a hair. Built in many sizes.



Whatever Your Requirements Are, We Have the Press

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway, at 42d St.

CHICAGO OFFICE: Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS: WALTSCOTT, NEW YORK.

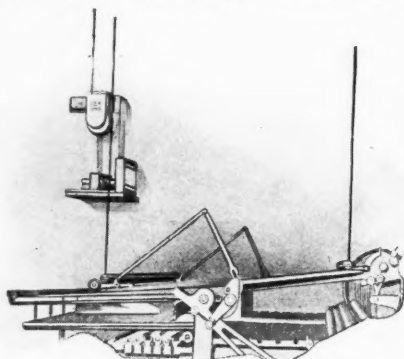
CODES USED: ABC (5th EDITION) AND OUR OWN



U. P. M.—*The Trade-Mark of Quality*



NEVER VARYING SERVICE



No matter what the weather may be your presses can operate at maximum speed. Winter and summer alike you can turn out the biggest quantity and highest quality your presses are capable of, if they are equipped with

Chapman Electric Neutralizers

By means of these an alternating current positively neutralizes static electricity. More ink may then be carried and offsetting and slipsheeting are avoided.

Ask for Folder No. 71 which tells more about this Neutralizer.

We also stand behind the U. P. M. Vacuum Bronzer and the U. P. M. Automatic Feeder.

United Printing Machinery Company

116 East 13th St.
New York

100 Summer St.
BOSTON

325 S. Market St.
Chicago



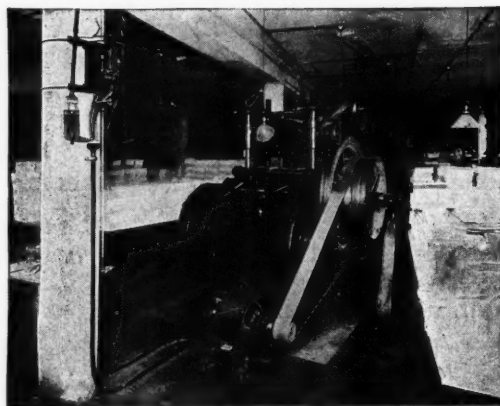
Westinghouse

The proper Westinghouse Motor and Control

*can be supplied to drive any machine
used by the printer.*

The great reliability and efficiency of these motors enable their user to produce the maximum amount of work at minimum operating and maintenance expense.

Write for Booklet 3185



Embosser Used as a Smasher Driven by a Westinghouse Type SK Motor.



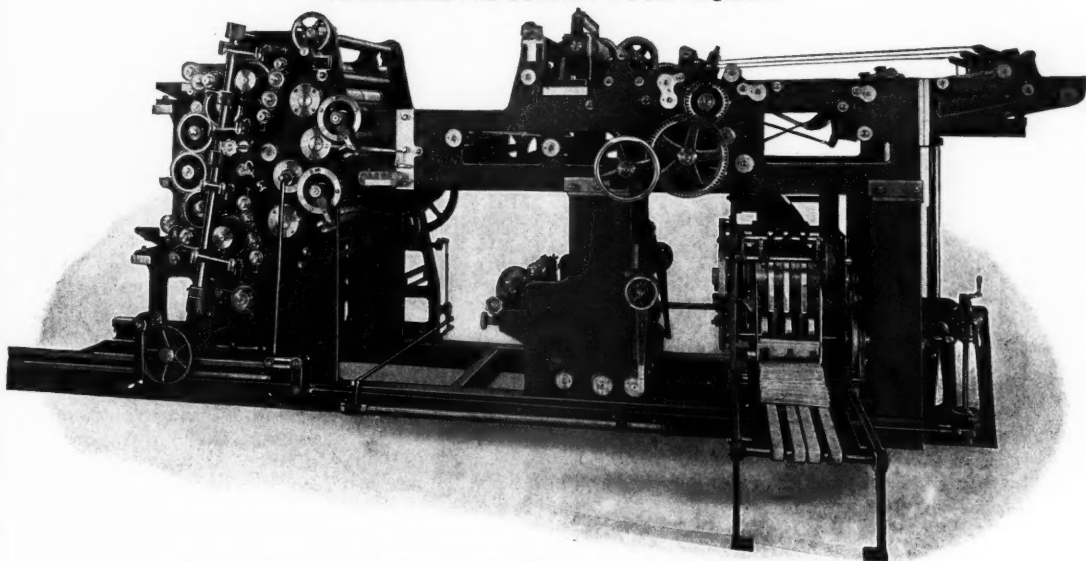
Westinghouse Electric & Mfg. Co.

East Pittsburgh, Pennsylvania

SALES OFFICES IN ALL LARGE AMERICAN CITIES

Few Words Well Put Surpass Long Stories

WE MANUFACTURE A COMPLETE LINE OF ROTARY PRESSES AND ARE FULLY PREPARED TO MEET YOUR REQUIREMENTS WHETHER STRAIGHT OR SPECIAL.
WE EARNESTLY SOLICIT YOUR INQUIRY



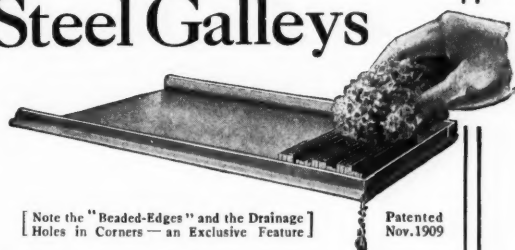
KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 BROADWAY
GIBBS-BROWER COMPANY, Agents

184 SUMMER STREET, BOSTON, MASS.
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Challenge Pressed-Steel Galleys

CHALLENGE PRESSED-STEEL GALLEYS belong to this day and age where *accuracy* and *durability* are demanded. They are the only galleys which *provide for drainage of cleaning fluids* (a patented feature), preventing rust or corrosion. They are moulded into shape from a *single piece with reinforced corners electrically welded*, and have the *beaded edges* which permit type matter to stand squarely on its feet. For *general use in the job or ad. alley* and for *storage purposes* they give *value received* as you never got it before in the galley line. They form an indestructible link in the chain of *printing profits*, which you can not afford to ignore. Your special attention is directed to the two sizes for newspaper work — single and double column sizes which *require no side lock*. Snap a CHALLENGE GALLEY LOCK into place at foot of column and the contents are *securely locked* for proofing. A small single column sample complete with lock mailed free to established printers upon request.

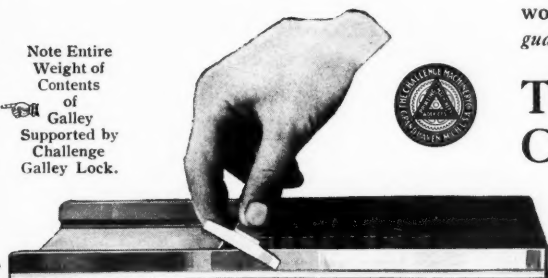


[Note the "Beaded-Edges" and the Drainage]
[Holes in Corners — an Exclusive Feature]

Patented
Nov. 1909

CHALLENGE PRESSED-STEEL GALLEYS AND GALLEY LOCKS sold by typefounders and dealers in all principal cities. Remember the word "Challenge" when placing your order—it's a *guarantee of 100% value*.

Note Entire
Weight of
Contents
of
Galley
Supported by
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Galley Lock.

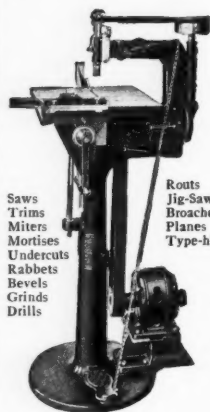


The Challenge Machinery Company Grand Haven, Michigan

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124 So. Fifth Ave.

New York City:
Tribune Bldg.

Quick action—slogan of all modern shops



Saws
Trims
Miter
Mortises
Undercuts
Rabbets
Bevels
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Routs
Jig-Saws
Broaches
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Type-high

No device enables your printers to get *quick action* quicker than a Miller Saw-Trimmer.

Quick-acting tables, quick-acting gauges, quick-acting vises, quick-acting cutting tools—ready for any operation in one minute or less.

If you are for *quick action*

**You will buy
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the only machine that saws and trims in one operation. *Quick action* has turned many a profitless job into profit—are you for quick action?

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Border from 2 pt. rule—dotted center piece cut and corners mitered with Miller Saw

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Specialty Printing Means Real Profits and Steady Business



Under ordinary conditions and with the usual equipment, one printer is just as capable as another. The volume of business in the average plant is generally regulated by how *little* profit the management is satisfied with.

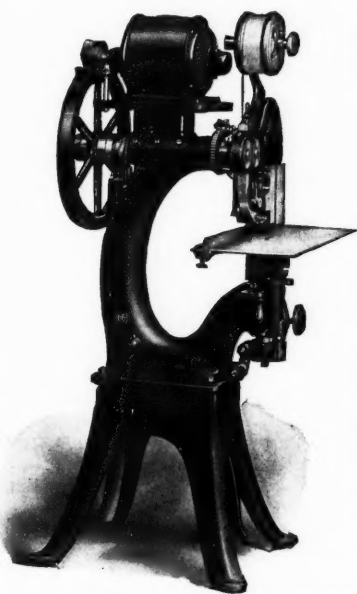
But the printer who specializes has a decided advantage over the average. He knows how to do a certain line of work better, and he has the facilities and equipment that enable him to carry out his ideas to the best possible advantage to himself and his customers.

When you have selected* a line to specialize in you will naturally want the best equipment to produce the work.

We are "specialists" in building machines for specialty printing, and we can install a press in your plant that will enable you to enter the specialty field, and will make it possible for you to build up a business from which competition is practically eliminated.

**Write and ask us about some of the lines you can profitably specialize in. You incur no obligation by doing so. Do it to-day.*

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By general utility we mean a machine adaptable to every need of the average shop.

A machine that can *instantly* be regulated to any desired thickness within its wide range of capacity — two sheets to 7-8 inch.

A machine that will take round wire 20 to 28 gauge, or any combination of flat wire between and including these sizes, and a machine that can not be put out of order by ignorance or mistreatment.

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Home Office and Factory



SOME FREE ADVICE

You don't welcome free advice probably, but it will pay you to listen to us this time. Here it is:

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Indian Brand No-Curl Gummed Paper is the first step towards profit on gummed stock work. Its perfect printing surface saves time: you know without long experimenting just how it will take the ink, in clear, brilliant, clean-cut impressions.

After moistening, Indian Brand sticks immediately and firmly—but not before. Moreover, it lies flat in the press, and out of it.

Send for generous try-sheets and our interesting sample-book.

Nashua Gummed & Coated Paper Company
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"Surest Thing You Know!"

It is perfectly good English to remark, "Surest thing you know!" when referring to Byron Weston Ledger Papers.

Literally and without question, Byron Weston's Ledgers are sure—sure economy and satisfaction for the customer and sure profit for the seller.

You know just what you are getting in every sheet of Weston Ledger—the finest stock with the most perfect finish, flexibility, strength and durability that can be produced.

Proved superiority as a practical, satisfactory and durable record paper has given Byron Weston Company's Ledgers an enviable reputation wherever big business and important affairs are transacted.


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OF PLATES BY ALL PROCESSES
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Quality Bond Papers

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RAG PAPERS, not much higher in price than the cheaper bonds—all contained in one portfolio ready to be shown to your customer—showing many fine examples of letter-headings—printed, engraved and embossed on

WILLOW BOND
MARQUETTE BOND
MARINE BOND

—three Swigart papers well adapted for stationery uses.

Ask for the book. It's free.

SWIGART PAPER COMPANY

653 South Fifth Ave., Chicago

Oil, Paint and Drug Reporter

VOLUME 90. NUMBER 26.

MONDAY, DECEMBER 11, 1916. 100 WILLIAM ST., NEW YORK.

Should Not the Government of the United States Recognize the American Dyestuff Industry in Something More Tangible Than Words.

s, although the
on was not held sufficient gen-
adequate protection against foreign
uld it be renewed through cessation of
ean war before American dye-makers were
a to meet the trade rivalry of European pro-
s. Yet, despite this, many manufacturers did
enter the dye-making field, with the results empha-
sized by Dr. Norton in his statement to the Reporter
published December 4, that in the manufacture of
printing inks "the greatest concern in the world is
now entirely independent of any other source, foreign
or domestic, for its supply of artificial colors, used in
the manufacture of the finest grades of printing and
lithographic inks, exported to all quarters of the
globe."

But this support by the government of the
dustry has not, unfortunately, included
of Engraving and Printing, the dir
has deemed it best to turn to the
mission to import cert

*When you want
Printing Inks
Come to
Headquarters
The Ault & Hiborg Co
(Hic et Ubique)*

To Insure Half-tone Printing "Just Like the Engraver's Proofs"



HOW OFTEN have you been disappointed to find the cuts in your catalog, booklet or circular totally lacking in those delicate details that have cost so much care in your art department and that showed to such excellent advantage in the engraver's proofs! Even the best of engravings and the most careful make-ready and presswork can not overcome the limitations of poor paper.

White Mountain Enamel

brings out the finest details with accuracy. The purity of its whiteness insures depth of contrast between high lights and shadows. Its smooth surface takes the impressions of the plates with sensitive fidelity that is almost photographic. It does not "pick." All sheets are uniform in thickness and are well adapted for close registry. The price of White Mountain Enamel is very moderate.

We have just issued a handsome sample of White Mountain Enamel designed and printed to illustrate in graphic and convincing manner the superior qualities of this sheet. Copies are being widely distributed among buyers of printing as well as among members of the craft. Price-lists are enclosed to printers, to whom we refer all consumer inquiries.

All weights and sizes in stock



*If you do not receive
your sample please
advise us and we
will see that you are
promptly supplied.*

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO

BIRMINGHAM DETROIT ATLANTA

BAY STATE DIVISION — BOSTON
SMITH, DIXON DIVISION — BALTIMORE

New York Office — Fifth Ave. Bldg. Chicago Office — People's Gas Bldg.

The Running Speed of the **DELPHOS**

TWO-REVOLUTION PRESS
AND MECHANICAL FEEDER

**Is approximately 25 per cent greater
than the speed of hand-fed pony presses**

Actual operation in printing plants has demonstrated that this 25 per cent increase in running speed, combined with the uncommonly flexible Delphos mechanical feeding device, means from 50 to 100 per cent increase in sheets produced.

Delphos presses have produced more than 3,750,000 impressions in twelve months' continuous operation, with an average of more than one make-ready per day. Compare this with the product of any two-revolution press you may have, either hand or automatically fed.

*Descriptive matter will
be sent you on request*

The Delphos Printing Press Company

DELPHOS, OHIO



Speed and Profit

This S. & S. High Speed Rotary Press makes a clean profit on every job you feed it. It delivers at a guaranteed speed of 7,000 to 8,000 impressions an hour. It makes money on jobs now generally done at a loss or on a very small margin.

The press is quickly prepared for action. Adjustments are simple and the operation automatic. The work is always in sight. The sheets are delivered right side up and perfectly jogged underneath the feeding table.

Stokes & Smith Rotary Press

is extremely rigid and is built for long life and hard service. It will easily earn its price by enabling you to get competitive business that you couldn't reach without it. It is ideal for the general run of commercial printing such as tags, labels, letter-heads, envelopes and general jobwork of wide range. The press is a marvel of convenience and efficiency—compact, smooth-running and a wonder for capacity.

Write to-day for catalog and full information.
No obligation, of course.

Stokes & Smith Company

Northeast Boulevard, Philadelphia, Pa.

London Office, 23 Goswell Road

DURABILITY

is one of the characteristics that make a "Monitor" the best wire-stitcher investment.

The best investment because it does all that any Wire Stitcher will do—and does it quicker, easier and better.

A "Monitor" purchased to-day means that your requirements for profitable wire-stitching are taken care of for many years to come.

**"All Ye Who Seek Profits Know
the Monitor before You Purchase
a Wire Stitcher."**



No. 1 MONITOR

Capacity 28 sheets to 7/8-inch

This is the most popular stitcher used to-day, because it handles all work from a two-sheet pamphlet to a seven-eighth-inch book equally well. No change of parts has to be made.

LATHAM MACHINERY CO.

NEW YORK

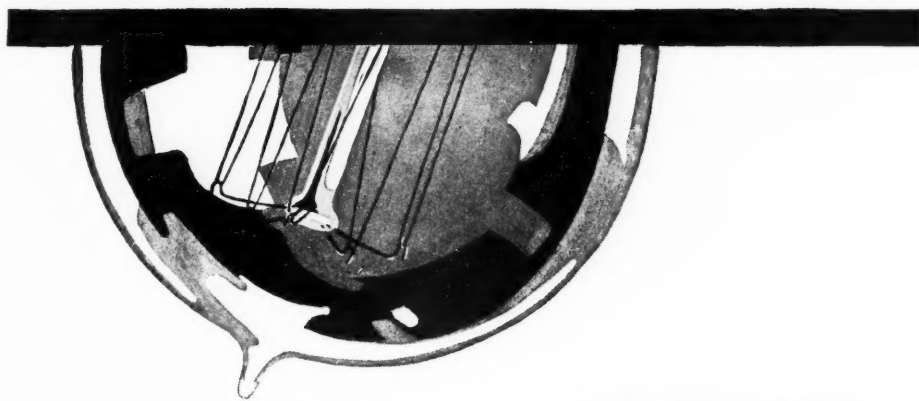
CHICAGO

BOSTON



"Not the name of a thing, but the mark of a service"

No lamps can ever be marked
MAZDA unless they embody MAZDA
Service standards of excellence



—The Meaning of MAZDA—

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York.

The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company. :: :: :: ::



RESEARCH LABORATORIES OF
GENERAL ELECTRIC COMPANY

4632

GOLDING CUTTERS

Have Distinctive Features For
Economy, Convenience and
Ease of Operation



Golding Power Cutter



Golding 26-inch Lever Cutter

DOUBLE-SHEAR CUT overcomes any tendency of the knife to draw the paper; makes easy the operation; gives more uniformity and smoothness of cut.

ROLLER BEARING assures easy operation on Lever Cutters up to size 34-inch. It makes a saving of power on Power Cutters.

GAGE LOCK. This is attached directly to the back gage, locking the same positively in cutting large quantities to an exact size. In cutting small lots it is unnecessary to use the lock, as the front band clamp holds securely.

BAND GAGE is positive-acting, accurate, and is the quickest and easiest method of setting the back gage to size of cut. The graduated band is always in view with figures large and readable.

The **BED** is heavily ribbed. All cutters are thoroughly tested on the hardest of cutting stock.

In addition to the regular Power and Lever Cutters, we make a line of Automatic Clamping Cutters of high character at low price. *Write for Cutter Catalogue.*

Golding Mfg. Company

FRANKLIN, MASS.

NEW YORK OFFICE: 38 Park Row CHICAGO OFFICE: Rand McNally Bldg.

Additional Products: Golding Jobbers, Pearl Presses, Card Cutters, Hot Embossers, and various tools for printers.

KIMBLE

Single-Phase, Variable-Speed

PRINTING PRESS MOTORS

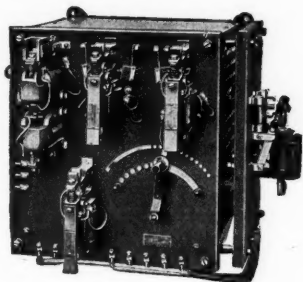
1. Are designed for printing press service, only.
2. They have all the refinements that belong on a printing-press motor and have none of the complications that are necessary to make a general-purpose motor fit for printing-press work.
3. Afford widest range of press speeds with utmost nicety of control.
4. Are economical, because they convert the power metered into useful work without loss in resistance boxes.
5. Rob alternating current of its terror for the printer, since they surpass direct current motors in performance.
6. Can be installed on any single, two, or three phase circuit of proper voltage and cycles.

Kimble Motors are made in sizes ranging from those required by the smallest job press to the big motors for the large cylinder presses.



Kimble Electric Co.

635 N. Western Ave., Chicago



Push-Button Control for 2-Color Flat-Bed and Rotary Offset Presses

Designed for continuous duty;
Wide speed range;
Smooth acceleration;
Reversible and non-reversible.

Send for Bulletin No. G-4

SPRAGUE ELECTRIC WORKS

of General Electric Company

Specialists in Motor Equipments for Printing Machinery

Main Offices:

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CHAS. H. AULT, President and Treasurer

Three-quarters of a Century's successful experience in making our own Dry Colors and Varnishes is a valuable asset which also is of benefit and value to you if you use our inks. Do you?

Branch Offices in

**New York Baltimore Chicago
New Orleans Detroit
And From Jobbers Everywhere**



**FINE PRINTING & LITHOGRAPHIC INKS
NEWARK, N. J.**



N. W. BRANDT, of Indianapolis, Ind., says:

"I DISAGREE with the man who says that a small shop can not operate a cylinder profitably. I was cautioned not to put in a cylinder because it meant heading for the stone wall, as the overhead operating expense was too great.

"It all depends upon the kind of a cylinder the small shop installs. I bought a 25 x 33 PONY STONEMETZ. It has printed-side-up delivery so that while I stand feeding my little pet I can watch the printed product same as if I was feeding a jobber. Workups, loss of color, a sheet out of register—all these I can see at a glance. The PONY STONEMETZ is a one-man press.

"I can run half-tone work on my STONEMETZ without slip-sheeting. Last week I had a run of black half-tones—a supplement to a stove catalogue—which would have required slip-sheeting on a jobber, but not on my pony. I used the gas-flame dryer on the end of the delivery carriage and never had a 'smudge.' This gas flame passes under the sheet as it drops to the jogger board and over the sheet twice before another sheet is dropped onto it.

"I can run heavy half-tones without double-rolling which is sometimes necessary on a jobber and when it is it costs the printer. The distribution on my STONEMETZ is ample for all ordinary forms.

"I can over-produce the automatic-fed jobber. Hardly a week goes by that I do not take a long run away from some shop that is equipped with automatic jobbers simply because I can over-produce at the price."

This is the kind of letters we are receiving every day from STONEMETZ USERS. Can you doubt evidence of this nature?
Your inquiry for detailed specifications, prices and terms will receive our prompt attention.



THE CHALLENGE MACHINERY CO.

CHICAGO
124 S. Fifth Avenue

Grand Haven, Mich.

NEW YORK
Tribune Building

Please Mention THE INLAND PRINTER When Writing to Advertisers.

607

THE INLAND PRINTER

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, Editor

Vol. 58

FEBRUARY, 1917

No. 5

Issued promptly on the first of each month. THE INLAND PRINTER aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries.

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THE INLAND PRINTER COMPANY



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Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.

Again Employers

Don't give employment. Giving is not good business. 
Buy labor and get
your money's worth
by paying for
quality. 

FM

Designed and hand-lettered by F. M. Kofron, assistant instructor Inland Printer Technical School,
department of job composition and hand-lettering.

Belief in Oneself

+

BELIEF in oneself
is a fine thing
when we make our-
selves deserve our
belief.

TK



Designed and hand-lettered by F. M. Kofron, assistant instructor, Inland Printer Technical School,
department of job composition and hand-lettering.

The INLAND PRINTER

*The Leading Trade Journal of the World
in the Printing and Allied Industries*

Vol. 58

FEBRUARY, 1917

No. 5

MOVING PICTURES OF THE PAST

No. 2—By DAVID GIBSON

History was made in the old-time printing-office; individuality was developed; human ideals and aspirations had a place. In it men lived to do as much or more than they lived to gain. There was an inherent culture field for mental growth. No one is better fitted to move this picture of the past than David Gibson, a man of ideals, of analytic power and of abounding sympathy.

SOME of us will remember the celebrated case of rival editorship that existed between the late Sol Hathaway, the editor of the Indianapolis *Independent*, and the late George C. Harding, the editor of the Indianapolis *Mirror*. Both were vitriolic in their style, but Harding was the more literary of the two and was the greatest editorial paragrapher that ever lived.

Harding got so mad that when he started to write his pen became hot and sizzled every time he stuck it in the ink. Sol Hathaway had one of the old-time printing-offices previously described. It was an editorial-room and a composing-room all in one, but instead of circus posters there were theatrical posters for wall decorations—Milt. C. Barlow in "Uncle Tom's Cabin," Mr. and Mrs. McKee Rankin in "The Two Orphans," Sol Smith Russell and the Berger Family of Swiss Bell Ringers, Lotta in repertoire, Byrne Brothers in "Eight Bells" and the Hanlon Brothers in "Fantasma."

The climax of the Hathaway-Harding editorial feud came when Harding printed an item in his paper alluding to Hathaway as "the long-nosed, dead-beat editor that loafed about hotel lobbies and slipped into the dining-room when the manager was not looking."

Hathaway retaliated with a series of buck type interrogations, for in those days you could evade libel in Indiana by putting a charge in the form of a question. Hathaway used this form: "Will the esteemed editor of the *Mirror* please answer the following questions: 'Is it not true that on such and such a date, while in a beastly state of intoxication, you did so and so?'" (Not fit to print.)

Harding happened to be out of town when Hathaway's paper appeared on the streets. The following Friday, Hathaway was seated in his office at an old cherry desk with a flap that let down in front, with his back to the door, which certainly was a breach of the most ordinary editorial precaution.

Suddenly the door opened. Harding appeared in a "beastly state of intoxication" and began showering the place with bullets as big as birds' eggs from an army horse-pistol. Hathaway jumped under the imposing-table at the first shot. Two printers, setting type at the front of the room, leaped out the open windows at their sides, lit on an awning over an undertaking establishment and rolled off on to the roof of a hearse that was standing at the curb. The horses of the hearse proceeded to run away and started a stampede of other horses.

Hathaway, who was the more powerful physically of the two, waited under the imposing-table until Harding had exploded the five shots of his revolver, jumped out, pinioned Harding by the arms, pushed him out of the doorway and along the hall, kicked him downstairs and threw the revolver after him.



Began showering the place with bullets as big as birds' eggs.

Hathaway's first-page form was on the imposing-stone ready to go to press when Harding started shooting. One of the bird's-egg bullets grazed the surface of the type diagonally across the form and cut it down to the shoulder in a furrow. As soon as Hathaway could recover his printers, who had been scattered over the street from the hearse top, he set up in large Gothic type an account of the affray, tore out a lot of type paralleling the furrow and set in two brass rules and a line of type: "The track of the would-be assassin's bullet!"

There were two horse stampedes in Indianapolis within a few years and both started from Sol Hathaway's office. Old Sol had a penchant for show-people, and among those he fell in with was a man exhibiting a number of huge lions at Charley Gilmore's New Iron Zoo. Sol induced this fellow to take his lions to a photographer's adjoining the *Independent* office and notified a lot of men about town to stand beside the red, white and blue tubs on which the

the camera blanket adjusting the lens, when one of the lions near the door got down off his tub, sauntered unobserved into the hall, and instead of going down the back stairway by which he had come up, he went down the front stairway. He stood for a moment and looked out into the street.

That one look was enough. It started every horse on the street going. There was a billowy sea of loping horses and bounding buggies. There were the sounds of snapping straps, the breaking of shafts and that cry of fear that only a horse can give. The lion became as frightened at the scene he had created as the horses had been of him, and he fled back up the stairs seeking the protection of his keeper. This went down in history as Sol Hathaway's Lion Party.

Years roll along and I can not help contrasting the type of modern printer with that of the past. I have been out of the newspaper profession seven years. The other night I went into the office of a large morning daily. I commented on the change and the contrast



Two printers leaped out the open windows.

of types of printers now and a generation ago. The foreman, who had been an itinerant in his day and had followed the evolution of his craft, agreed with me and called my attention to the fact that there were four men in the room who came to work in automobiles. I observed that many of them had diamonds on their fingers and in their shirt-fronts. The foreman told me many of them had savings accounts, quite a number owned their own homes, and he walked over to one man at a linotype machine and asked him to exhibit a draft he had in his pocket for \$2,000, which that day he had realized from the expiration of a life-insurance policy. All this

condition had been brought about by organization. Organization has made employers see that the employment of labor is not a one-sided proposition, and like all transactions under modern business ethics it must be mutually profitable. The employer must expect to pay the employees a profit above the actual cost of living for their work, as in the purchase of commodities.

The few itinerants I have observed in the newspaper craft of to-day are not in the mechanical departments. There has been a reversal of the old order: The itinerants are in the editorial departments, where the workers have no organization.

THE MAKING OF A NEWSPAPER PRESS*

No. 2—By LOUIS A. SCHMIDT

The reason why of a press or of any other machine is the first essential in knowing how to operate it. The operator who knows the principles on which the designer and constructor of the press developed the mechanism will not be likely to work at cross purposes with these principles, but will bend his mind to operate with them. Ignorance, prejudice or misconception often frustrate the plans of the best minds. These articles, explanatory of principles, are based on the construction of a certain type of press, but their modifications are applicable to all newspaper presses.

WHILE, theoretically, the type and impression cylinders should have the same diameter, it is sometimes preferable, particularly when the paper wraps around the impression-cylinders considerably, to make the first impression cylinder slightly larger, so that the paper is fed toward the second cylinder. This will prevent the breaking of the paper between the cylinders. The type and impression cylinders—in fact, all rotating parts of the machine—should be accurately balanced, not on straight edges but between centers, at the same speed they are going to run when in the press.

Each pair of cylinders requires one ink distribution, the kind and style depending, of course, on what grade of printing is desired. For a regular newspaper press each distribution comprises one ink-fountain, one ductor or lifting roller, one large and one small ink-drum, five vibrating and two form rollers.

The diameter of the ink-cylinders should be so designed that one is not a multiple of the other; neither should they be a multiple of the

type cylinder, ductor, vibrating or form rollers, so that there will never be the same point of contact.

The ink-fountains should be placed in such a position that the adjustment of the keys or screws to regulate the flow of ink can easily be accomplished. This should be observed, in particular, in double-width presses, and if the design of the press does not permit of walking inside or between the press to adjust the flow of ink, the fountains should be arranged so that the center screws can be adjusted from the end of the fountain without reaching or leaning inside.

Particular care should be taken that the ink-roller in the fountain is positively rotated so that the ductor roller, which may possibly make up to 1,000 revolutions per minute, will not take the ink-fountain roller along, or what is commonly called "steal ink." Usually the ink-fountain roller is driven intermittently—that is, whenever the ductor roller is pressed against the ink-fountain roller the latter rotates a certain amount. This must be arranged to vary so as to suit the amount of ink required.

* Copyrighted, 1917, by Louis A. Schmidt, mechanical engineer with R. Hoe & Co., New York.

Some pressmen prefer a continuously driven ink-fountain. One advantage of this is that the roller in the fountain is positively driven and the ductor roller can not steal ink. In a continuously driven ink-fountain the roller should run in the same direction as the ductor roller rotates; this is an advantage, as the difference between the surface speed of the roller in the fountain and the ductor roller is not as large and the jar or bump is less apparent.

The ink-fountain should be provided with an inlet as well as with a suitable plug for cleaning. Either of these holes should not be less than one and one-quarter inches in diameter. The inlet should preferably be in the center of the fountain, so that the ink is equally distributed in the shell of the fountain.

Ink-fountains can be designed either with an overfeed or with an underfeed; the first are commonly called "overshot" and the latter "undershot" fountains. Undershot fountains are preferable for color-printing, as they can easily be cleaned by opening the knife or cut-off blade. They have, however, the disadvantage that they may leak, especially if ink of thin consistency is to be used. It is preferable to use overshot fountains for black printing. If the press is to do colorwork an additional undershot fountain can be provided so as to do away with the necessity of cleaning out the black fountain. To facilitate the adjustment of the flow of the ink a template, on which all the columns and margins are indicated, should be placed on the ink-fountain so that the pressman can see at once where to open or close the cut-off blade if certain columns require more or less ink.

The filling of the fountains should be done by means of pipes connected to an ink-tank, the ink being fed into the fountains by gravity, using an ink-pump or compressed air. This is a cleaner arrangement than filling the fountains by hand, takes less time and also saves ink. The ink-tank can be placed in any convenient place, but the pipes leading to the fountains should not be less than two inches in diameter. The location of the tank, as well as the pipes, should be such that the temperature around them is as nearly as possible the same as the temperature in the pressroom.

The ductor, vibrating and form rollers are iron or steel rollers with composition cast on their surfaces. All these rollers should run in closed bearings, and should be so arranged that they can easily be set off the cylinder in order

to prevent their getting a "flat" on the surface should the press stand idle for any length of time. All these rollers should be strong enough so that they do not deflect. The vibrating-rollers as well as the form-rollers should, if possible, rest on the cylinder; this will, of course, depend on the design of the press, which again may depend on the size of the pressroom or on the desire of the pressman.

The bearings for the form-rollers should be such that the rollers can easily and minutely be adjusted and removed.

In reference to the supply of the ink from the ink-fountain by means of the ductor roller, it may be stated that the oftener the ink is applied the better. In newspaper presses the ink is supplied about every eighth paper; it is preferable to give less ink at a time, but to give it more frequently.

The arrangement of the plate-cylinders must be such that they are accessible for plating and, if possible, can be plated right from the floor.

The impression-cylinders should be placed so that the packing can easily be renewed. In locating the type and impression cylinders we must take into consideration the fact that the paper leading to the first pair of cylinders should hug the first cylinder as much as possible so as to straighten out the paper; but when leaving the first impression-cylinder and leading to the second pair the hug of the paper should be as little as possible, so any variations in the diameter of the cylinders will not affect the running of the press.

Whether the adjusting of the impression should be done by moving the impression or the type cylinder depends on the position of the cylinders. In a so-called straight-line press, where the cylinders lie more or less in a straight line, it is preferable to adjust the impression by moving the type-cylinders so that the impression-cylinders will remain parallel or in line. If in a machine of this design the impression-cylinders are moved to adjust the impression, it is possible, unless good care is taken, that the impression-cylinders will get out of line and the paper may wrinkle, or even break, between the cylinders continuously. Adjusting the impression by moving the type-cylinder may, of course, affect the form-rollers, but this will create less trouble than an impression-cylinder out of line.

The paper-rolls are conveniently placed on one end of the machine, and the leading-off rollers should be so arranged that all the paper-rolls turn in the same direction. Each paper-roll

should be supplied with a tension-roller, so as to equalize any unevenness of the roll. A sextuple press requires only three paper-rolls, but it is a great advantage when running the edition to have, if possible, double the required number of rolls, all so positioned and arranged that they can be run off in their respective positions. The two paper-rolls for one printing unit should be placed one above the other, and both provided with brakes. Placing the rolls in such position facilitates the changing of rolls in the least possible time. The empty rolls can in this way be replaced by a full roll without interfering with the roll in use.

The shaft or spindle on which the roll is fastened should be as strong as the core in the roll will permit, in order to prevent any jump which might be caused by the roll not being perfectly round. Care should be taken that the spindle is always straight and runs true. The paper-rolls should be well secured to the spindle to prevent any play or loosening of the roll, as this will affect the tension and may tend to break the paper. Usually the rolls are fastened by means of cones and gibs or keys to the spindles. These cones vary in construction, depending on the cores on which the paper is wound. Of late, wood-pulp or paper cores are more and more used, as they are considerably lighter than iron cores and reduce the cost of return shipment to the mill.

The objection to the paper core is that the inside hole, on account of the soft material, does not stand the wear and becomes larger, so that the cone does not hold sufficiently and is, therefore, likely to get loose and cause trouble. This has, however, been obviated by putting iron shoes on both ends of the paper core, thereby providing a solid hold for the gib in the cone. Iron cores will last considerably longer, but on account of their weight, as well as their cost, are supplanted by paper cores. Some mills have used cores made entirely from wood. These cores are round on the outside, but have a square hole. The spindle should be square, but the cones must be square to fit the hole. The main objection to these cores is that the inside square hole is quite often not true or in center with the

outside and this will cause the roll to run untrue, which is likely to break the paper.

The brake is applied on the spindle. This brake should be constructed so that an even tension is always provided, as this is an absolute necessity in order to have the press run properly. An uneven tension in the paper will cause trouble in the press as well as in the folder. In addition, to adjust the brake at the paper-rolls themselves an arrangement should be provided whereby the brakes can also be adjusted from the folder end of the machine, so that if the pressman, while at the folder end, notices that the paper is "flutting," he can adjust the tension without having to go to the paper-roll end of the machine or signal a man who may be near there. The brake should also be constructed to take care of the marginal or side adjustment of the paper.

To lift the paper-rolls in their respective positions a hoist should be provided. This should be built on the press and operated by an electric motor. It may be advantageous, however, to arrange the hoist so it can be operated by hand as well, in case the motor should give out.

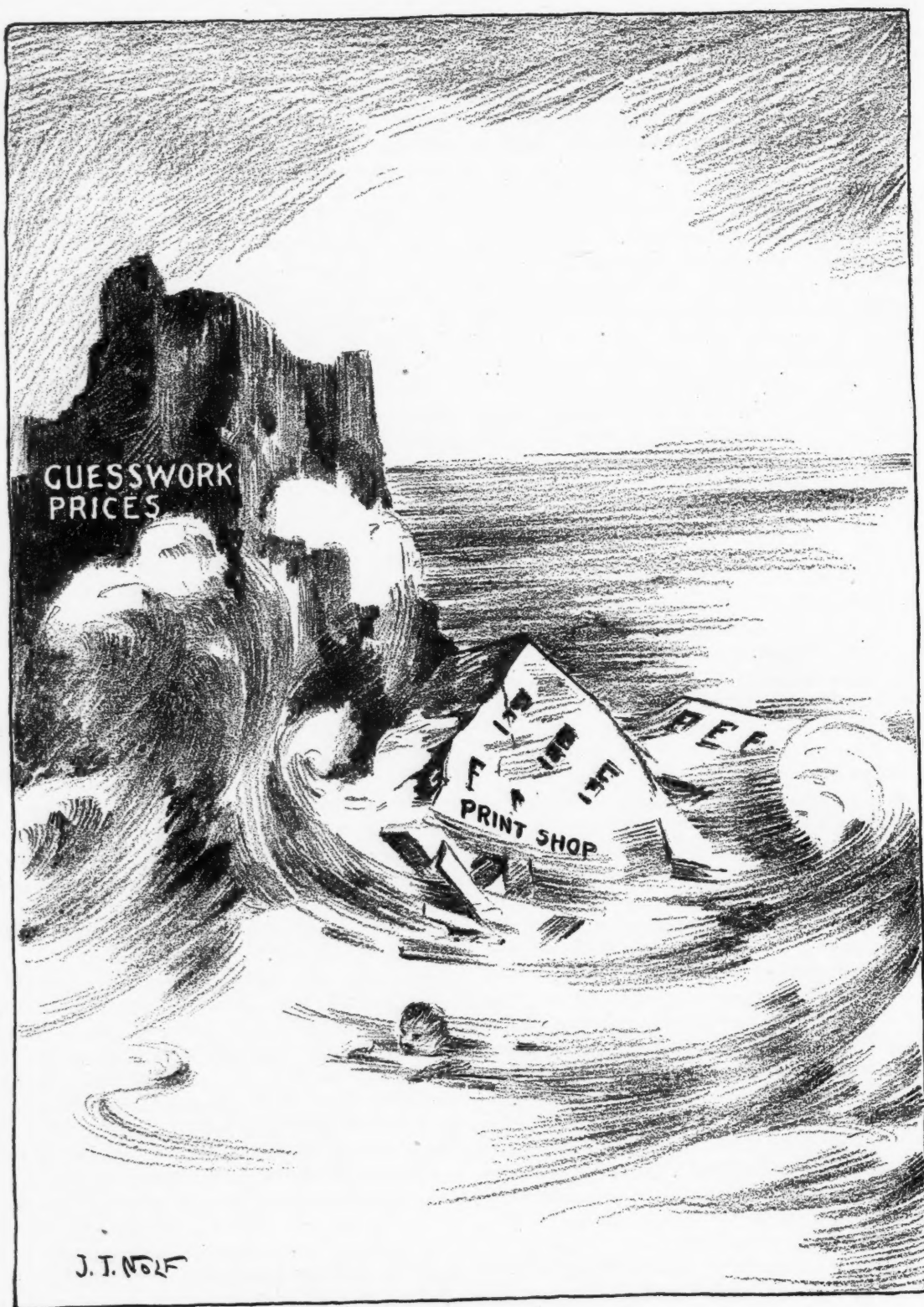
The paper-rolls, as well as all the printing units and the folder, should be arranged to give the least possible "lead" or length of paper from rolls to folder. This will save waste in case a web breaks, and waste is an item which amounts to a great deal of money.

The lead of paper should also be such that the threading of the paper through the press can be accomplished quickly and safely. In former years tapes were used to lead the paper through the press, but they are more or less of a nuisance and have now been abandoned entirely.

If space permits, the placing of the paper-rolls below the presses is a great advantage, as it keeps the pressroom clear of the rolls and it also permits the use of the so-called "flying paster" arrangement, which saves time in running off the edition.

NOTE.—Two errors appeared in the preceding article of this series. On page 471, thirteenth line from the bottom, the fraction should be 1-12 of an inch instead of $\frac{1}{2}$. In the next to the last line on same page, the words, "opposite pages," should read "outside pages."—Editor.

Whatever I have tried to do in life, I have tried with all my heart to do well; whatever I have devoted myself to, I have devoted myself to completely; in great aims and in small, I have always been thoroughly in earnest.—Dickens.



ON THE ROCKS.

Drawing by John T. Nolf, ex-printer.

BUYING PRINTING ON THE PERCENTAGE PLAN

By G. D. CRAIN, JR.

Some advantages of the method of "cost plus." This article is based on personal experience in buying printing.

WHILE competitive bidding is a method of placing business which will probably never be done away with, the percentage system has so many advantages that it is rapidly becoming popular with a large class of buyers of printing. It protects the buyer and the seller at one time; and, founded as it is on mutual confidence, it enables the printer and his customer to get together on a basis where good work and a fair profit are both assured.

The concern which relies on competitive bids realizes full well that a big difference in price may be explained by difference in the character of the work which is to be done; for no matter how carefully the specifications may be written, there is so large a factor of individual shop efficiency to be taken into account that the figures submitted do not tell everything that the buyer wants to know.

The big word, "service," covers a multitude of points in which every user of printed matter is interested. It involves, for example, all of the knowledge of the printer in the proper selection of type, paper, and materials generally. In other words, his professional ability, so to speak, is not indicated in any way in the estimate which he is rendering. As a rule, the expert printer does not make an extra charge for special ability in designing printed matter, nor does the printer whose work is ordinary in every respect deduct anything from the cost because of that fact. Yet this is the one thing in which the buyer is most interested.

The problem of the man with a house-organ, a catalogue, a booklet or a periodical to print is to get the work done well at a reasonable cost. Usually the work which the printed matter is to do is of so much greater importance than the cost of it that a difference of a few dollars one way or the other will not affect the general result very much. In other words, here is one place where the memory of quality remains long after the price is forgotten—and where the recollection of a poor job sticks in the craw when the "saving" in the price has been lost sight of absolutely.

The whole proposition, then, is one of bringing together the man who wants service and the printer who is able to furnish it, without making price the only basis of their getting together. Yet under the competitive-bidding system this is almost the only factor which can be taken into account, if the bids are to have any weight at all.

Of course, the buyer may, and often does, invite only those concerns in whose ability he has confidence. But as between them the question is still one of price. And every customer ought to know that "lowest and best bid" is something which is not always to be found. The lowest is not necessarily the best, nor the best the lowest. Hence to demand that a bid be "lowest and best" is asking a good deal. The printer who complies with this requirement must have a fine plant and good service, along with an exceptionally sharp pencil.

This is where the percentage idea comes to the front.

When this plan is used the buyer picks his printer, without special reference to price, but because of the ability which he knows that printer has. In other words, he is looking not at the cost of the job so much as its character. And it goes without saying that such a method of handling it is pretty sure to get the best results.

The arrangement which is made is that the job shall be handled at cost, plus an agreed percentage of profit. This means that the printer is going to get out the work with a definite margin to his credit, and hence he can cut loose and do his best on the job, from the standpoint of character and quality, without having the harrowing suspicion that putting in time in bringing all of the details up to the mark is going to result in a net loss being charged against the job.

On the other hand, the customer has the advantage of doing business with the house whose service he desires; he knows that he will get a good job, and he knows also that the cost of the work to him is going to be reasonable. In other words, the arrangement is mutual, working both ways, and for the benefit of the buyer and the seller. Here is one case, at least, where

the twentieth-century slogan, "He profits most who serves best," has a good opportunity for being fulfilled.

Here is an instance, with which the writer is fully familiar, that illustrates the proposition.

The publisher of a new periodical was anxious to have his magazine appear in the most attractive form. At the same time, naturally, he was desirous that the cost be as low as consistent with good quality, because getting out a publication, especially a new one, is a splendid consumer of capital.

He invited bids from a number of responsible houses, of whose work he knew something, including the printer who had handled most of his business up to that time. The latter was the one to whom he hoped to be able to give the order, because he was assured of the right kind of service at all points of the proposition.

However, there was a considerable variation in the bidding. One of the houses which submitted figures was twenty per cent under the concern to which the publisher really desired to give the contract. The latter felt for a time that in justice to his own business he would necessarily have to have the work done in the shop which had submitted the low bid, especially as it had an excellent reputation in connection with publication work.

Finally, however, he had a heart-to-heart talk with the other printer.

"Look here," he said. "I am going to lay the cards on the table. I want you to handle this printing if possible, but you are high. Isn't there some way in which we can get together?"

The printer insisted that he had figured the work as closely as possible, and that while he did not want to lose the business he did not feel like cutting the price, as it would probably mean a loss.

"However," he continued, "yours is a new proposition, and there are a lot of factors about which I am not absolutely certain. I'll do this: I'll take the work at cost, plus an agreed percentage for profit, if you want to handle it that way."

It turned out that the buyer did want that system used, and it took only a short time to get together on the margin to be paid the printer. The latter furnished time-reports and all other cost data to the publisher, who found that the

final cost was midway between the two original bids. The low man would probably have lost money, if he had given the service which was actually rendered, and the other, a conservative bidder, would have made more, perhaps, than he really required.

At all events, the plan developed splendid results in this case. Everybody concerned got all that was coming to him, and the printer kept a customer who would have been lost had the competitive-bidding system been closely adhered to.

Of course, it is perfectly true that competition may still prevail in determining the percentage of profit to be figured into the cost.

It is also true that an unscrupulous printer, taking a job on that basis, could pad his cost figures, and thus take advantage of the customer, who is unable to go behind these records.

But the basic feature of the percentage plan is that there shall be mutual confidence on the part of the customer and the printer.

The use of the plan is to enable the buyer to use the services of the house in which he has confidence, based on past experience in this connection.

The concern which has won the favor of a consumer of printing to this extent is hardly the sort which will take advantage of an opportunity to mulct a customer.

Consequently the objection on this score may be regarded as theoretical rather than practical.

As for the question of competition on the point of the percentage of profit, competition usually has been eliminated before the subject is taken up. In other words, if the element of competition is to be introduced, the work will be handled by competitive bids covering the whole job. The percentage plan is resorted to only after the customer has picked his printer and is endeavoring to get together with him.

"Reasonable profit" may be variously interpreted, but as between the maker and the user of printing there should not be great difficulty in reaching a satisfactory conclusion.

The percentage plan may not be ideal, but it is so much better than the ordinary system that it ought to be considered by every printing-house which can render the best of service and wants a reasonable return for it.

TIME SAVED IN THE PRESSROOM

By JAMES J. FINNEGAN

The elimination of waste, whether of time or material, is essential if a plant is to pay its way. Suggestions for saving some of the waste time in the pressroom are given in this article.

WHAT methods shall we pursue in reducing the cost of operating our job pressroom? This question is causing considerable deep study on the part of officials who have to control the destinies of this important department of the printing industry.

To the average individual engaged in the art of press-printing various ideas are suggested with the view of reducing the cost of production, some of which have to deal with modern machinery, new speed devices attached to old presses, reducing the quantity of stock wasted, buying of ready-mixed inks, having electrotypes made to be used on orders having long runs, employing efficient pressmen and feeders, and numerous other ideas, with the aim of producing "typographical art" at a much greater speed. While all these suggestions aid materially in the efficiency of the department, they do not in reality dispose of the one big item charged to the job pressroom.

To the close, observing student of a pressroom, an important implement of production, and also the most abused tool, is "time." Time as a means of production is unnecessarily wasted, as evidenced by the results of an investigation conducted by several leading systematizers in a few of the larger "typographical studios."

This loss stands out most prominently after the corrected proofs have been sent out for the O. K. of the customer. The type-matter is placed in an out-of-the-way place, while little or no attention is given it until the author's O. K.'d proof has been returned; then it is hurriedly locked up and placed on press without any instructions to the stockroom as to the quality or quantity of "bonded material" to be used in producing the finished printed article, this negligence, on numerous occasions, causing the pressman a waste of from fifteen minutes to a half hour before the cutter has his stock prepared. Through this operation it is easily conceived to what extent the press stands in unprofitable production—taking, for instance, a plant having an array of twenty job-presses, and

employing a corps of assistant pressmen capable of producing the "costly art" at a high speed after the pressmen have set the guides and made ready, with an average allowance of four different changes per day for each press, or twenty hours for the entire department, which contributes very decidedly to the profit-and-loss ledger, with the loss column much in evidence.

This inefficiency has been abolished by several offices of the "safety first" variety which presented a system operating on this basis, following the proofreader's O. K.: A proof is taken of the job and sent out to the author for his approval. While this proof is out, the stone-hand locks up the job and places the form in a rack, specially constructed for the accommodation of forms waiting for the "good word."

Following this performance of duty, said stone-hand places an order for stock with the "warden" of that department, who in turn delivers to the job-cutters the particular stock ordered for the job, with printed instructions as to whether it is a "trim" or "finish" cut, quantity, the customer's name, date printed product is to be delivered, and the color of ink.

After the cutter has completed his labors as per instructions, he places the stock upon a large wooden table, erected in what was formerly an unused section of the pressroom, with the above instructions attached for the benefit of those engaged in the "art" of press-printing.

When the patron's O. K.'d proof is returned, the copy is given to the guardian of the pressroom, who locates the form, places it on press, has his make-ready and guides attended to, which is followed by referring to the wooden table, locating his stock with all the necessary instructions for the finishing touches to be administered in his department.

It is easily conceived that in this manner all unnecessary waiting for the cutter to provide the much-needed material is eliminated, and what was formerly a burden of expense attached to the neck of the job-press department is now a most acceptable addition to the treasury of the "master printer."

MAGICAL TIPS ON THE BLACK ART— "NUISANCE OR NO?"

By C. RAIMOND COLLINS

The writer of this article makes the statement that publishers are awakening to the fact that a job department and a daily newspaper can not be conducted successfully under one roof, and gives several reasons. The principal one seems to be mismanagement. The fact that a number of publishers are maintaining job departments on a successful basis seems to disprove the arguments here presented. As an example, we refer to the article regarding the "Daily News," of Beloit, Wisconsin, which appeared in our January issue. We would like to hear from others on this subject.

IN what light do you regard the operation of a job-printing department and daily newspaper, in combination? In reply, the average newspaper owner, from sad experience, will moan in mournful emphasis, "It's a confounded nuisance!"

Has the job department outlived its usefulness in conjunction with a daily publication? Is it a "fly in the soup," a "monkey-wrench in the wheels" of the average newspaper machine? These are questions which many operators of combination plants could consider, with results which might astound them.

This problem has proved a fair competitor to the news-print situation in creating worries for the average publisher. As a result it has been cornered, sized up, down and sideways, and found wanting by many who have tried it.

Publishers the country over are undeniably awakening to the cold fact that a job department and daily newspaper can not be conducted under the same roof successfully. At the close of each year, when the ledger is balanced, a huge deficit is generally discovered, on the profit side, in one of the two departments. The newspaper may be keeping the job department out of deep water or the job end may be holding the door in the face of the sheriff.

There are several concrete reasons for this.

In a majority of instances the downfall of the job department has been occasioned by neglect as the demands of the newspaper have continued to grow. It has been regarded merely as a side proposition with the average publisher and has slowly but surely been shelved, not being considered seriously until the sudden realization has dawned that the investment has not been developing a sufficient dividend to compensate him for the effort expended in its operation.

In other cases, especially where a newspaper has accepted the position at the foot of the ladder in community favor, the job department has been worked to its limit in an attempt to cover the deficiencies of the newspaper and keep it in deep water, away from the shoals of bankruptcy and in the mails.

With the continuous increase of late in the price of all grades of paper stocks, the job-printing situation has proved even more serious. Many publishing plants have sacrificed immense contracts rather than attempt to obtain sufficient paper at prices which would permit of profits. In former years these contracts have kept the wheels of the presses humming merrily, but now they are in great danger of becoming paralyzed at the joints.

Numerous methods have been adopted by publishers in an attempt to regain a portion of investments made in job-printing equipment and materials. Many newspapers have sold these departments outright, together with all contracts and business favors. Others have leased the departments. Still others have placed competent managers in charge, on flat commission, or salary and commission, in this way keeping the business out of the rut of idleness.

Without doubt there are many plants which through systematic management have found means of making both departments of their business successful, money-making propositions, but in a majority of instances the job department in connection with a daily publication has cashed in its checks.

It has received the blue envelope of disfavor, and job-printing is slowly but surely finding its way into the hands of those for whom it was intended—the expert job-printer—the printer who does nothing else.

ON STANDARD USE OF HYPHENS

By F. HORACE TEALL

Truly the English language doth contain many perplexities—and probably the greatest of these is in the compounding of words. Would it not be a wise plan for our Government to appoint a commission, composed of several of the leading authorities on the English language, to make a thorough analysis of the subject and formulate a standard of usage that could be universally adopted?

THE use of hyphens here to be considered is, of course, their use in compound words. While the present confusion of ideas about this matter presents an almost insurmountable problem, it is nevertheless a fact that standards have always existed, and do now exist, but have always been sadly neglected. A standard must be something established as a pattern or example of propriety, as a basis of correct usage. Of course this means that the particular instance should be determined by analogy. It is equally a matter of course that in regard to any subject so unsettled as language forms many differences in determining analogy will be found to exist, not only because different persons think differently; but also because a great many terms are actually amenable to various classification.

One great obstacle to general agreement on any system of compounding is the common refusal to accept analogy as a guide. Here, as in many other cases, a story of personal experience furnishes the best exemplification possible. When the writer began work as an editor on the "Webster's New International Dictionary" he was greeted by another editor with the remark, "Now we will have some reason in the use of hyphens." His answer was, "Not through me. I'll never say 'hyphen' here except in answer to a question." This was because the preceding edition, the "International," had revolutionized the policy of the dictionary and rejected most of the hyphens previously used in the work. Later this writer was asked which grammatical authority prescribed the hyphens shown in his printed list of words, and was not able to name any one, partly because no grammarian had covered the subject in full, and partly because he was himself held by many to be the best authority. His questioner expressed the naive opinion that it would be unwise to make so decided a change of policy, and was

surprised on being told that the chief authority that taught the correct use of hyphens was the "Webster Unabridged," and that reversal of policy now would be simply a return to that which had been overturned in the preceding revision.

The strangest phase of the making of the New International Dictionary was the insistence that it was to be the American standard authority, while those who controlled such matters would not have such consistency of form as would make it fit to be a real standard. Any effort to secure an approach to consistency in compounding was scornfully rejected, with one exception. When they were told that the International had fifty names of plants like goat's bane and seventy like dog's-bane, they decided, very sensibly, to have a hyphen in every such name except a few (as sheephead, coltsfoot) which were universally written as one word. So far is the result from being a standard that it is simply impossible for any one to know how the dictionary treats any term, as to its form, without looking in the book each time, except in the few cases of unconscious memorizing that arise from frequent looking. It is thus the present writer knows that this dictionary has hymn book, but storybook; dining room, but drawing-room and countingroom; story-writer, but letter writer; breastbone and jawbone, but cheek bone and hip bone; angel fish, but devilfish; and undoubtedly many other absolutely indefensible differences in terms any one of which should have the same form as any other. Not thus are true standards made, notwithstanding the fact that a few such inconsistencies are practically universally established, as schoolmaster and schoolmistress, but schoolteacher or school teacher.

Twenty-five years ago the present writer published a book on the principles of compounding, and his conviction that what he there said is

right has been constantly strengthened by his later experience. He can not now, however, express his opinion more clearly than he did then, and will here reproduce it:

"After long experience in connection with the making of books and newspapers, mostly for people who 'did not believe in compounding,' and after earnest examination with a view to determining the widest and best usage, the conclusion seems inevitable that many more compounds must be made than some writers have heretofore used, and many fewer than some others have made, before approximate consistency can be attained. Full recognition of the proper separate use of a word is essential, and it is also essential that under certain circumstances the word should become part of a compound. The only plausible reason for making a compound word, in any case, is that such form differentiates the unified term in meaning from that represented by the separate words; and the differentiation can be marked much more effectually by applying analogical principles, taking some unquestionable compound as a model, and giving unity of form to all terms which are exactly like that model in signification, even when there is no possibility of misunderstanding them in either form."

Persistent disregard of principle as to use of hyphens, mainly the result of dislike of so-called hair-splitting carefulness, has engendered a widespread wish for universal rejection of hyphens for compounding. Nowhere else is this so noticeable as among printers—that is, operators and proofreaders. Many of our best

writers, on the contrary, believe in systematic use of hyphens, though real system in practice is rare. In between these classes are those who are not particular, or even are consciously careless, yet who often use an occasional hyphen in certain words in which they happen to think it necessary, mostly because of their familiarity with such use. An instance of the persistency of custom regardless of reason is seen in the British clinging to the hyphen in the words north-east, north-west, south-east, and south-west; they preserve that habit with tenacity almost equal to that shown in the spellings colour, favour, etc.

Speaking of tenacity and persistency reminds me of something that can not profitably be omitted. It is that practically every one clings tenaciously to the practice first learned or made familiar, each one, with few exceptions, holding stoutly to the notion that his way is the right way. Until that common notion can be dispelled—and probably it never will be—there is just one practically safe procedure for operators and proofreaders. It is to throw aside one's own ideas of right and wrong in doing work for others, and to do what those others generally want, which means follow copy, except when explicitly told to do otherwise. Especially in regard to compound words, the decision clearly rests with the author or editor. The one who writes this has studied compounding probably more than any one else, and his practice as a general proofreader is to follow copy, no matter whether it is good or bad—it is usually very bad. And he has never heard a complaint.

COURAGE enlarges, cowardice diminishes resources. In desperate straits the fears of the timid aggravate the dangers that imperil the brave.—Bovee.

THE COUNTRY CORRESPONDENT

By BUFORD O. BROWN

The value of a newspaper to the reader is dependent upon the quality of the news carried. How to get the country correspondent to gather the right kind of news—news that will increase the interest in the paper—is discussed in this article.

THE country correspondent is a maker of newspapers. He is not "the maker," mark you—yet in our rural communities, and even more ambitious county-seats, the country correspondent is a factor too often undeveloped; frequently too little appreciated when he is faithful; ordinarily a thorn in the side of the publisher because the items from one schoolhouse or another are almost sure to come up missing, or get in too late to go to press.

The value of the community correspondent to the country newspaper increases no less in ratio with his regularity than with his ability to "dig up" news. Investigation will show that in most cases it is a failure to recognize news that is news which causes the correspondent to delay or fail to send in his items. The lure of the reporter takes hold of the man or woman who has sensed the art of hunting up news. Your country correspondent may be too busy to get out and call in person on every prospect; he—and particularly she—is not too busy or too tired to call up the neighbors over telephone, especially if the correspondent has an idea about what he shall ask for. You know ideas have a peculiar way of making us uncomfortable until we act upon them—if they are concrete. "Any news?" is a poor question for a reporter. It is no better for the country correspondent.

Then the first requisite for making your community correspondence newsy, dependable and regular, is to instruct the correspondent as to what "news" is. A correspondent called up X-1111-Black: "Any news?" Yes, it was hog-killing day. The item was good for two lines. Lucky man to get it on such a query! As a matter of fact, the fact that they were killing hogs wasn't the item of interest; not even that the hog was a Duroc shoat weighing nearly three hundred pounds. However, when you get a man who can elicit that much information he usually knows enough of news values to go on. The hog was about two hundred days old, so that he had grown nearly one and one-half

pounds for every day of his life! The big question is, "How was it done?" Did the hog graze on clover, blue grass, or alfalfa; was he fed silage, rutabagas and middlings, or plain corn, bran and swill? How many hogs of that sort does the farmer have, and how much profit does he figure that one of them would show him at market price? Of course it is profitable. Then why not grow more of that kind of hogs?

The item of interest may be about a cow, or a hen that laid twenty-seven eggs last month. It may be an unusual field of wheat, corn, cotton, hay, potatoes, or peanuts. In every case the "human interest" item is, "How was it done?" And when the newspaper gets its correspondents to asking those questions it is fathering an interest on the part of the people in finding out how they do these things that are worth writing up. Then the people are pretty likely to ask themselves, "Why not do it all that way? It means more money from the old farm each year." Any man sees the possibilities in his old place when he looks at it in this sort of analytical fashion. So the newspaper is fathering prosperity for the entire community by instructing correspondents so they will make such inquiries for news.

You can generally depend, too, that a correspondent who can get such stories as that is going to send them in regularly. Oh, it may be about cooking, growing flowers, or any one of a hundred activities of the country. But enough of it makes the paper printing such news sought after by every family in the territory covered.

Then, how are editors going to instruct correspondents so they will know how to get news in this way? In person, preferably. In the first place, *select* your correspondents. After that, an aggressive editor will find that it pays big to get over his territory at least once a year. People will appreciate seeing him and finding out that he is interested in their problems, their schools, their churches, their roads, their homes. If you can't cover the ground on "Old Dobbin," buy a Ford. A systematic visitation of your ter-

ritory will not only bring in new subscribers, it will enable you to collect promptly from delinquents. It will make your subscription list a source of considerable income.

The great trouble is that we country editors start at it in such a hit-and-miss fashion that we never get around. Naturally our correspondents send in items the same way—they get the habit from us. A personal visit to fifty correspondents—and few country papers have half that many, or need them—would require surprisingly little time if the editor went at it systematically. Then, if it is not practicable for you to visit your correspondents—although it will pay you in subscription money collected to do so—invite the correspondents to see you. Invite them even if you do get out to see them. Few correspondents but would consider it a red-letter day to be invited to come in and spend the day as your guest. If the visitor is a woman, take her to your home and let your wife help entertain her. If it isn't convenient for a man to be entertained at home, then go with him down town. Don't, *don't* send him to town for dinner and tell him, "See you at one o'clock," or any other hour. Make him your guest for the day. Show the correspondent everything there is to see in your plant. If your Ford is running, take a trip about town. Introduce your friends to the visitor. Your guest will feel the pride of his individuality, and he will have a much higher conception and respect for your standing about town. It will inspire him to a higher sense of his responsibility as your correspondent.

One paper has its correspondents as its guests at the big circus each year. Another aggressive editor has his correspondents as guests at the county fair every fall. He pays all the bills, too. They have dinner on the ground, see what there is worth while, and then go home feeling their dignity and individuality as members of the staff of the biggest influence for good in the whole world. When you can make your correspondents feel that way about the paper their items will come in every week; and those items will

make every man, woman and child in your trade territory want your paper. It costs money, tireless effort, hard thinking. When you've done all that it is the biggest asset of your paper.

One other thing—after you have entertained hospitably, get down to business. Every correspondent knows, or dimly guesses, that some sort of system is necessary, and because they find none is one reason why many of them never feel urged to be systematic or prompt in getting their items into the paper. Take plenty of time to show your correspondent what news is. You should have some examples of good stories which have been developed from one or two line items, so that you can point out concretely just what you have in mind. A specimen list of questions will help. All this will take time to prepare, but it is worth little to talk to the correspondent in abstractions, even less to urge him "to get all the news." Concrete examples, frequently repeated, will gradually fix in the correspondent's mind what you want. The task is easier, usually, with a young person.

Of course, you will have stationery prepared specially for the correspondent, bearing a line for his name, address, community, etc. Some enterprising county papers have printed sample questions, and occasionally a sample story on the back of the sheet. Naturally, the publisher who supplies his correspondents with just any sort of scraps that come handy can not expect them to take their work seriously, or manifest any interest or pride in it. They can't help feeling sort of "don't-let-them-know-I-did-it," whenever they drop their items in the postoffice. Of course, you can use "scraps" if they are convenient, but they should be cut to regular size, and can be printed at odd times without adding anything to the actual expense of your shop.

The thing next best to a personal interview is a personal letter. By all means, see your correspondents twice a year; and by no less certainty, mail each one of them a personal letter every six weeks or two months. Correspondents won't work automatically.

The men whom I have seen succeed best in life have always been cheerful and hopeful men, who went about their business with a smile on their faces, and took the changes and chances of this mortal life like men, facing rough and smooth alike as it came.—Charles Kingsley.

MAKING USE OF STOCK OFF-CUTS

By DORR KIMBALL

This article appeared in the May, 1913, issue of "The Inland Printer," and is reprinted here by special request. There has been considerable discussion as to the best methods of offsetting the constantly increasing costs of paper, and this has prompted one of our correspondents to write as follows: "The high and steadily rising prices of all brands of paper calls for the most rigid economy in handling stock in large as well as small printing-offices. The plan of saving cut-offs printed in your magazine a few years ago is, therefore, more valuable than ever before, and the writer suggests that you reprint it at an early date for the benefit of those readers who did not take advantage of it when first printed, and for newer readers as well."

IN any shop the off-cuts from stock are a valuable item, but under the usual conditions not much benefit is derived from this by-product. The stockcutter usually intends to save pieces which are large enough for possible future use, and generally has a special bin or shelf where he stores these odds and ends. If a salesman wishes to utilize some of these off-cuts he hunts up the stockman and together they go through the available lots. In this way the stock gets pretty ragged-looking after a time and there is no attempt at systematic order in the storing or arrangement on the shelves. Very little time would be required to maintain a system which would keep these pieces in order, and the saving which would result would more than pay for the extra cost of labor.

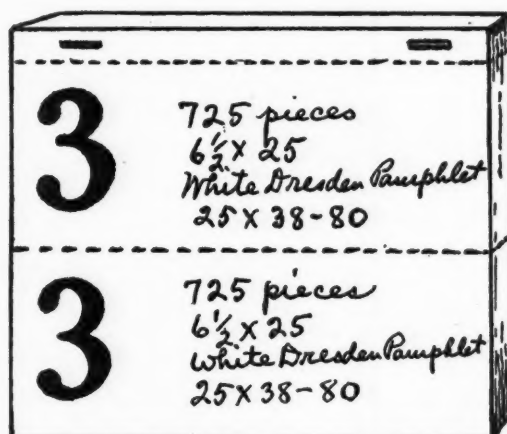
The main requirement for using these off-cuts to advantage is that the supply on hand be available to all the salesmen whenever a new job is being entered. To secure this advantage, and also to provide for the orderly storing of lots of off-cuts, the following plan has been put in operation, with considerable success.

The stockman was provided with labels prepared in duplicate. One of these labels he attached to the package of off-cuts. The other he attached to a sample sheet of the stock and sent to the office. These labels, as shown in the illustration, bore a large number and a blank for a description and number of sheets in the package. These labels were prepared with rubber-stamp figures, perforated and made up into tabs, arranged with number one on top and consecutive numbers below.

Shelves were assigned in the stockroom for these packages of off-cuts, and the stockman took care to arrange the packages in consecu-

tive order, with the labels in plain sight. Whenever the last position on the shelves was occupied by a new lot the whole supply of packages was rearranged so as to utilize the spaces left free by used packages, the consecutive order of numbering being maintained.

The labeled sample of stock in the office was kept in a loose-leaf holder, which was accessi-



Labels for keeping a record of off-cuts.

ble to the salesman at all times. Whenever some of the off-cuts were requisitioned on a job, the number of sheets, the job number and the remaining sheets on hand were all noted on the label. If all of any one lot was requisitioned the sample was taken out of the holder and sent to the stockroom with the job-ticket. In this way the sample file in the office was always up to date, and all particulars about off-cuts on hand could readily be ascertained without bothering the stockman or taking the time to go through the "junk heap."



THE PRINTER'S TEN COMMANDMENTS



I.—Endeavor through simple methods to do effective work.

II.—You are privileged to let yourself be influenced by excellent specimens of printing, but do not slavishly copy them.

III.—For each job use only superior material and aim to make the product as plain as possible.

IV.—Be original. Each piece of work issuing from your office should carry the stamp of your personality.

V.—Rush no job unduly. Good work always requires time.


VI.—Do not get discouraged at mistakes and failures, but look on them as paid tuition fees. Only he attains his goal who constantly learns.

VII.—In all your productions pay special attention to quality.


VIII.—Endeavor under all circumstances to satisfy your customers.

IX.—Keep step with progress, but do not let it tyrannize you, and, above all, do not become a slave of the day's tendencies or fashions.

X.—Promise no more than you can perform.



Translated by N. J. Werner, from "Schweizer Graphische Mitteilungen."
Border from "Typographische Jahrbucher."





A FEW words from the new editor: In taking up the work of guiding the destiny of THE INLAND PRINTER, the new editor is by no means unmindful of the great responsibility that has been entrusted to him. For a third of a century this journal has been recognized as the leading authority in the printing and allied fields. During that time it has had a large share in the development of those fields, and in bringing the art of printing to its present status. To maintain that standard, and to make THE INLAND PRINTER an even greater influence in its sphere, will be our aim, and every effort possible will be put forth toward that end.

IN its Thirty-fifth Annual Review, published in connection with its issue of Saturday, December 30, *The Chicago Daily Tribune* reviewed business conditions of the country for the year 1916. Practically all lines of industry were covered, but, throughout the sixteen pages devoted to the review, the only reference to printing was the advertisement of one of the larger printing-houses. Is this an oversight, or are printers themselves at fault? In the address of Henry Lewis Bullen before the Franklin-Typothetæ of Chicago, and printed in these pages during the past year, printing was classed, and rightly so, as the most important factor in the development of any city, and in the upbuilding of any business institution. Surely, then, printing is entitled to its proper recognition in connection with any business review, and printers should see that it gets it.

IN an address during the annual meeting of the Western Association of Teachers of Journalism, recently held in Missoula, Montana, Eric W. Allen, dean of the School of Journalism of the University of Oregon, advocated the establishment of courses in business administration in connection with the courses in journalism, so that students may succeed as publishers as well as news writers. "Besides being a profession, journalism is also a business and an opportunity for public service. The road to the highest places in the newspaper world is barred to the man whose training and experience are limited to only two or three phases

of the work," said Dean Allen. It has frequently been pointed out that one of the principal causes of many failures is lack of knowledge of the business end, and the present tendency toward specialization in all lines, to a large extent, prevents the acquiring of that knowledge. Dean Allen's suggestion is timely and should receive due consideration.

Printers and Government Legislation.

Considerable righteous indignation has been aroused as a result of some of the recent bills presented for consideration by Congress, and, as the printing industry is vitally affected by several of these measures, it is well for printers throughout the country to keep in close touch with what is being done, and do all in their power to protect their interests. In our last issue, brief comment was made regarding the proposed bill to increase second-class postal rates, and attention was called to its effect upon the publishers of the country if the bill should be passed. Another issue in the form of a bill to exclude alcoholic-liquor advertising from the United States mails is also up for consideration. It is not within the purview of this journal to discuss the relative merits of the two sides of the liquor question. We are, however, most strongly opposed to any action that will in any way curtail the freedom of the press or tend to decrease the product of the printer. This bill provides that "no letter, package, postal card, or circular, newspaper, pamphlet, or publication of any kind, containing any advertisement of any spirituous, vinous, malted, fermented, or other intoxicating liquors, shall be deposited in or carried by the mails of the United States, or be delivered by any postmaster or letter carrier when addressed to other than a lawfully licensed manufacturer or dealer in such liquors," with the penalty of a fine of not more than \$1,000 or imprisonment for not more than two years, or both, for violation.

The passage of such a bill can in no way help to overcome the wrong use — we might say abuse — of spirituous liquors. Other methods must be employed for that purpose, and the principal method begins with the early training of the individual. It will, however, work a great hardship

on the printers of the country by reducing to a very large extent the amount of work turned out — and, in this instance, the word printers includes all in the allied industries, as lithographers, electrotypers, engravers and others will have to share the burden. Furthermore, as has been set forth in a protest sent out by Branch No. 4 of the Printers' League of America: "If Congress can forbid the advertising of one lawful business, which will take millions of dollars of printing away from the printers of the United States, not only in display advertising, but in circulars, price-lists, folders, etc., it can, with equal propriety, forbid the advertising of numerous other articles of lawful merchandise. There is already propaganda on foot to treat tobacco, cigars and cigarettes as it is attempted to do here with liquors, and the printing and allied trades of the United States should oppose these efforts to curtail the freedom of the mails and of the newspapers in advertising lawful merchandise."

Another bill, along somewhat similar lines, prohibiting the transmission in the mails of liquor advertisements in circulars, newspapers or otherwise into States which prohibit such advertising or solicitation, has recently been passed by the Senate and is now before the House.

Strenuous efforts are being put forth by the various printers' organizations in opposition to these and all similar bills, and they should have the hearty coöperation of all connected with the industry.

Overs and Shortage.

The question of overs and shortage on various classes of printed matter has been the cause of more than a few serious disputes between printers and their customers, and about once every so often a correspondent will write, asking whether there has ever been a rule governing this point that has had the general approval of the trade.

It is well known to both buyer and seller that printing, being a made-to-order product, can not be governed by the same rules that apply to goods handed off the shelf from the general stock, but both sides seem to think that their particular case should be a law unto itself, and this has prevented general agreement on the subject.

There are customers who demand actual count and will not receive, or, rather, will not pay for copies over regular count, while others, more reasonable, will accept them at a reduced price. Both are wrong.

In order to be sure that there will be full count when the job is finished, the printer must provide for more than the full count at the start, and if the paper is made to order or brought specially

from a distant mill he may have to take the quantity that the mill will make or sell, as the mills have a definite rule on the subject of overs and shortage. After passing through the various operations in the printing-plant there will be some spoilage, and the amount of this can not be determined in advance, so one printer will provide liberally for this and the job will come through with, say, two to five per cent over the requisite number of copies, while another printer will buy just the number of sheets required by the order and his job will come through from two to five per cent short. Both are honest men, and bill the finished job according to the actual delivery at the rate per thousand agreed upon, and both customers kick — one because he thinks he must have the full count and the other because he does not want to pay a few cents extra for something he thinks he can get for less by kicking; and the printers are left to do the best they can because there is no firmly established trade custom to use as a defense.

The lithographers have the habit of printing on their stationery a notice regarding deliveries that covers this point, and the same thing should be done by all printers. The following from the letter-head of a prominent house is very clearly worded and will serve as a model:

All orders are contingent upon strikes, accidents, fire or other delays unavoidable and beyond our control. Cancellation of orders can not be accepted after materials for the job have been ordered or work started. Overrun to the extent of ten per cent (10%) of the quantity ordered to be paid for pro rata. Delivery of not less than ninety per cent (90%) of the quantity ordered to be regarded as a complete delivery, such shortage to be deducted pro rata from the total price. All drawings, engravings, plates, stones, etc., are to remain our property. Unaccepted sketches to be charged for. Terms — net thirty days f.o.b. factory.

The general adoption of such a rule by all printers' organizations, and the printing it on all estimates and contracts, would go far to settle the matter and remove all cause of disputes about overs and shortage.

The Question of Increasing Prices.

There has been considerable discussion regarding the necessity of raising prices on the product of the printing-plant in order to meet the constantly increasing costs of materials. In some instances printers have stated that they were afraid to raise prices for fear customers would go elsewhere to have their work done. During a recent meeting of a printers' organization this question was raised, and one of the members called attention to the fact that the difficulty was due principally to fear. He gave one or two incidents showing where he had gone to customers, presenting the need of an increase and securing it with very little effort.

The same problem faces our brethren across the seas. At the December meeting of the London

Master Printers' Association, the secretary, R. J. Lake, called attention to the ease with which increases could be secured if the printers went after them in the right manner. The prices for law printing had long been far from remunerative, and certain law printers had come to the conclusion that it was useless to ask for more money. One man took the matter into his own hands and applied for an increase, with the result that he secured an additional fifteen per cent on one line and twenty-five per cent on another. He also wrote to the House of Lords asking for an increase, notwithstanding the fact that he had been told it was a ridiculous thing to do, as prices were already too high. On the morning of the meeting he had received an answer from one of the officials, stating that he would be glad to grant an increase of fifteen per cent.

The difficulty is largely due to fear — a lack of confidence, not only in self but also in competitors and in the fairness of the customer. Like begets like, and just so surely will the printer — or any other merchant for that matter — get what he goes after if he goes to his customer with full confidence in himself and the ability of his plant and organization to turn out the required quality of product, and presents his requirements in a firm but fair way. One other requirement is essential, and that is, the customer must be impressed by the printer's knowledge of his cost of production — and with so much being done through the activities of the various organizations there is no need for any printer to be without that knowledge.

For a Closer Relationship Between Capital and Labor.

Writing in the *Manufacturers' News*, under the heading, "Millions Wasted in Unnecessary Strikes," John F. Sherman calls attention to the enormous amounts of money that have been wasted through recent strikes, causing losses to both employer and employee that will require years of labor to overcome. In a large measure both sides are responsible for this waste, and, as Mr. Sherman points out, a closer relationship is necessary between the employer and employee so that each may have a better understanding of what is in the mind of the other. In this way many of the controversies would be eliminated and conditions improved to the advantage of all concerned.

As printers, we can take pride in pointing to the harmonious relations existing in our industry. We take this opportunity to compliment the officials of the International Typographical Union on their firm stand, in the face of the severest criticism, against the breaking of their contracts with the employers and entering into the general sus-

pension of all work in aid of the carmen, which was ordered by the Greater New York Labor Conference last September. The printers of New York city were entirely in sympathy with the carmen in their struggle for better conditions, and a considerable sum was contributed to assist them. Nevertheless, the contracts entered into with the employing printers were held inviolable.

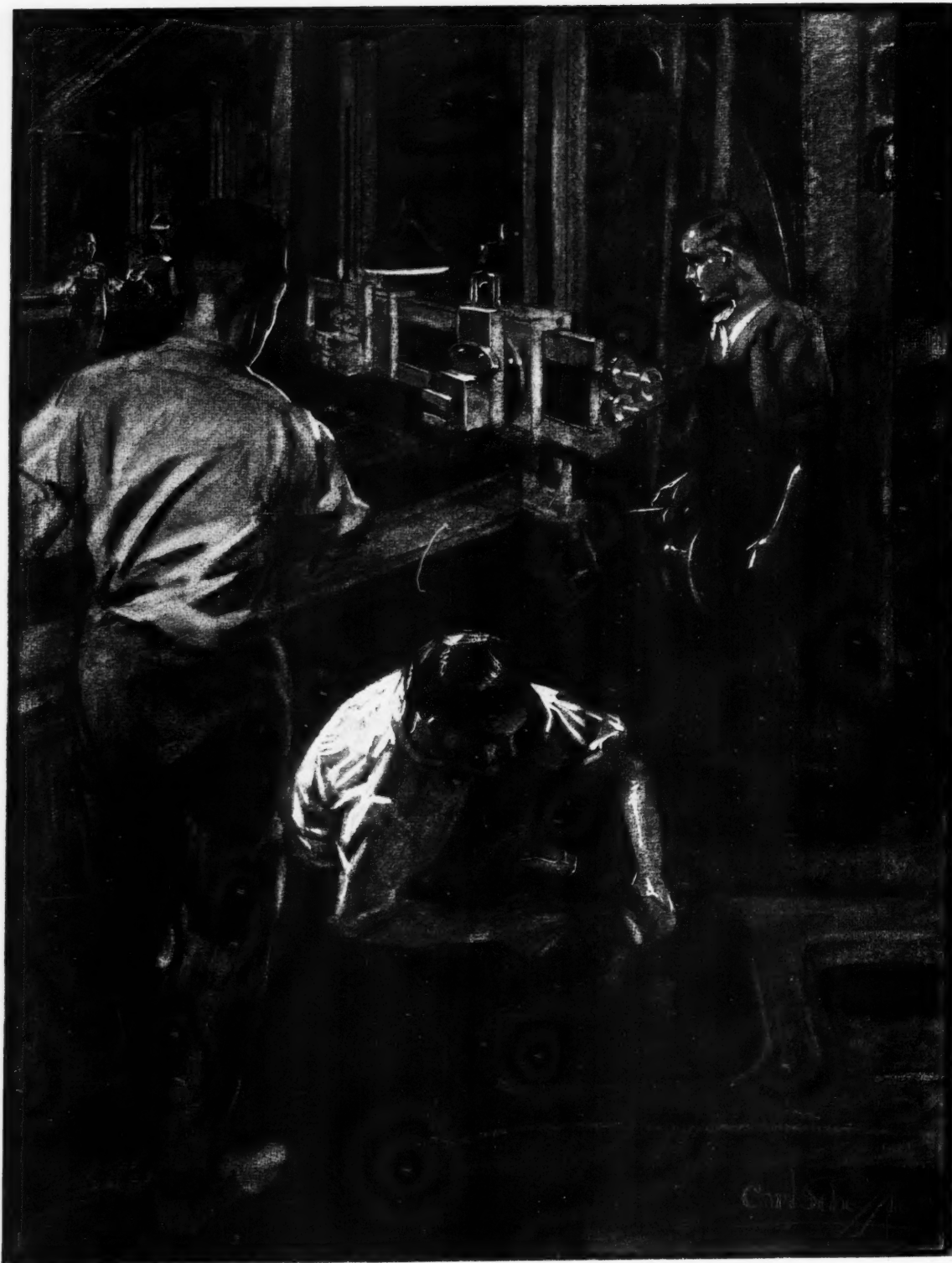
Most of our readers are undoubtedly familiar with the statement of President Scott, published in the current issue of *The Typographical Journal*, and also in pamphlet form for general distribution. The attitude taken in this instance was the right one, and we hope the day will not be long delayed when labor unions in general will take the same firm stand, and when both sides will meet on common ground. Industry will be greatly benefited, and all concerned will profit thereby. Coöperation is a broad term, and it is more in demand at the present time than ever before in order to meet the conditions facing industry.

Complete coöperation between capital and labor may be but a dream — we trust not.

Standardizing Cost Accounting.

For some years past, leaders in the printing industry have put forth every effort possible toward standardization in methods of accounting. These efforts have borne fruit, but much work remains to be done before the full benefits are realized by all in the industry. There can be no doubt whatever in the mind of any one that a standardized method of finding costs of production would result in great benefit to all concerned, and that many of the evils now existing would be eliminated thereby. Why so many are slow to realize this is beyond understanding. The question of continual price-cutting, which is causing printers everywhere so much concern, is, without doubt, due in large measure to variation in methods of accounting, and in the distribution of the overhead.

The recommendations of Edward N. Hurley, chairman of the Federal Trade Commission, as expressed in a recent address before the Commercial Club of Chicago, excerpts from which appear elsewhere in this issue, should receive the utmost consideration by proprietors of printing-plants, and, in fact, by all business men. The fact that the methods which have been promulgated by the American Printers' Cost Commission have received the unqualified endorsement of the Federal Trade Commission should be a source of great gratification to those who have spent so much of their time in the work, and should also cause those who are not using these methods to see to it that they are adopted in their plants.



INDUSTRIES ILLUSTRATED — PLANING FRAMES AND BED-PLATES FOR PRINTING-PRESSES.

No. 19.-- From the drawing by Carl Scheffler, Chicago.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

VALUE OF TRAVEL TO THE PRINTER.

To the Editor: SALT LAKE CITY, UTAH, Dec. 14, 1916.

Mr. Schott, in his criticism (INLAND PRINTER for October, page 53) of my article in the August number of the same publication, finds no fault with the suggestion therein that some means should be devised to make it possible for printers to travel, but enters serious objections to the methods outlined. Now, I have no desire to enter into controversy as to the best methods of promoting travel-experience; all I would like to see is a resuscitation of the traveled printer. I have a great respect for the "home guards," inasmuch as I am one myself now, but I regret that the present condition of the printing-trades would not justify me in taking out my card and going on a little trip. I believe Mr. Schott would advise me that Seattle has enough printers to supply the demand; I am certain I should advise him that Salt Lake City has an adequate number of printers to care for the demand — and then some — if he should ask me about conditions here.

But supposing I were an employee, and supposing Mr. Schott were an employee, I can not for the life of me see how our respective employers could claim a proprietary interest in us if they suggested to us that we could trade jobs for a couple of months if we wanted to. Perhaps we would not want to trade; in which event perhaps somebody else would jump at the chance. I can not see where there would be any "control of persons" in such trading of employees, if the trade were entirely voluntary on the part of the men so changing. When new machinery is introduced, manufacturers frequently supply a competent man to run the machine, either temporarily or permanently. There are linotype machinists employed on daily papers to-day on the plant of machines which they set up twenty or more years ago. The analogy between these men, employees of a machinery company taking a position with a newspaper, and the printer in one town taking a position in another town, may not be complete, but the relative "mastery of the person" of the employees is the same.

Mr. Schott suggests a revival of the old-fashioned "phalanx" as offering a means to promote travel-experience. Like my scheme for trading employees, the phalanx plan has its advantages and disadvantages. A number of years ago, when a five-day law was under consideration, I offered the suggestion, in a spirit of fun, that each member of the union be permitted to work one day each week for each face he had to feed. That is, a single, unencumbered man should work one day; a married man, two days, and a man with six dependent upon him besides himself should work seven days a week, if he so desired. Where a man was found supporting more than seven persons by his efforts,

he should draw a day's pay from the union for each one dependent upon him more than seven. Needless to say, this scheme never got very far. The objection to the phalanx from an employee's point of view is that the man with one face to feed — his own — is permitted to work as many days as the man with a family to support. In newspaper offices the phalanx will work out satisfactorily from an employer's point of view, because the work from day to day is much the same — getting out a newspaper. In book and job printing offices, however, the plan would work a hardship upon the office for reasons that are obvious. In most of such offices uncompleted jobs go over from one day to the other; it is quite unreasonable to expect the office to "break a new man in" on such jobs every day or two.

But I care not what method or plan is adopted. I believe travel is necessary to the making of good printers, or at least to the making of better printers. I believe the matter should receive careful thought from both employers and employees. THE INLAND PRINTER is to be congratulated if it shall be the medium through which discussion shall lead to the thing desired. CHARLES M. HECKER.

DID YOU EVER TAKE THE HUNCH WHEN GIVEN GOOD ADVICE?

To the Editor: WEST UNION, W. VA., Dec. 27, 1916.

I was so situated that I never could, but thank goodness I have been able to help a few struggling souls along.

My father died when I was six years old, my mother took in washing to support four children, I played hooky from school and learned the newspaper business (and am still learning) at the age of twelve. But to get back to the beginning.

A young fellow took a position in a country shop where I had worked for fifteen years; the same press is there to-day, and is ready for the junk-pile; it was rebuilt when purchased in 1893 or 1892. We always ran two pages of a seven-column on it, and this young man did not have much experience in a country shop. He had used a linotype a little, but did not like it, he said, and preferred to set straight matter and feed a job-press.

One evening he looked somewhat out of sorts, and as my wife had gone to the country for a short stay we got to talking and he loosened up and told me his troubles after I had invited him over to my home.

The management wanted to change from an eight-column, four-page, to six-column, four-page, patent inside — four on instead of two, and he had the nerve to try, but it wouldn't work; for the reverse gear under the bed had a cog smashed out and when the bed made the return the bottom of the type would catch on the grippers and would smash the type. He was up against it, he knew it! But

how to get out after all the expense of new chases, column-rule, etc., was a question.

He said, "Mack, what would you do?"

"Harry, you have had a little experience on a machine, why not tackle it again," I said.

He replied that he didn't know much about the mechanism of one. *Hence the old reliable came to mind.* I asked him if he had ever noticed THE INLAND PRINTER's pointers to machine men, and he said no, he hardly ever looked at one. Then I said, "You have missed your mark, for I believe if I had ever had a chance on one I could keep posted and get next to it."

He quit his job the following week and took hold of a machine in a short while on a city daily about fifty-five miles from my town and made good, and is to-day a traveling representative of some type-machine company, as constructor.

Hence the rub, I am still at my old job and can't make enough to pay for the "old reliable" as I used to, but I have the copies for at least seven or eight years back, which I love to look at once in a while.

H. E. M.

CAN ANY OF OUR READERS FURNISH THIS INFORMATION?

To the Editor: SANTA ANA, CAL., Dec. 21, 1916.

Not long ago I met a tramp printer and inquired of him if in his travels over the country he had ever met one Harry Freeman, an editor and printer. In early life he worked in New York on *The Phrenological Journal*, later at Galion and Marion, Ohio. He is a man past the middle age, and, if living, no doubt is still in the newspaper business. If possible, I desire to learn of his whereabouts. He had a son named Archie Freeman. This traveling printer referred me to you, saying that if anybody would know, you certainly would. Any information you may give will be thankfully appreciated.

MRS. HELEN HARDING-MEREDITH.

THE COST PRINTER IS UNASHAMED.

Naked and unashamed is the way the artist portrays truth. Many old-time printers were ashamed to let it be known that they even aimed to make a profit over and above their living expenses. Not so nowadays. Here's a health-inspiring breeze from the house-organ of a western printer; he comes out naked and unashamed on the subject of his knowledge of costs and in his demand for a modest profit: "The printing business used to be considered as a poorly managed branch of industry—Franklin himself was denied a wife because the parents of the bride-to-be said he was 'only a printer.' There was no knowledge of costs and an abundance of guesswork in all estimates. Such criticism was probably justified by the facts. But the cost of producing printing is known to the odd cent in our plant, and as a man of affairs you will readily recognize that this is the most important step in good management. It not only pays us to know our cost of production, but it pays our customers; we know that we neither overcharge to our customers' hurt, or undercharge to our own. He who sells his product below its cost is no credit to anybody or to any town. Thus your success is linked with ours and ours with yours."

And this has a truthful and attractive ring to it. The final point made is a telling one and is well worth repeating: The printer or other manufacturer who sells his product below its cost is not a credit to any city, town or community. Live fish are always headed upstream.—*Ben Franklin Monthly.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE Glasgow branch of the Scottish Typographical Association has 427 members enrolled in the army.

THE Typographical Association has over five thousand, about one-fourth of its membership, serving with the army forces.

LORD BURNHAM, principal proprietor of the London *Telegraph*, who died last year, left an estate valued at £267,871 (\$1,303,192), with a net personality of £107,076 (\$520,924).

It is officially announced that Manchester is to have a stationery office of its own. An independent Government Printing Office at this point for the north of England will prove exceedingly useful for Government work, it is believed.

THE members of the Glasgow, Edinburgh and Leith Master Lithographers' Associations have agreed to pay, in addition to a war advance agreed to a year ago, a war bonus of 2 shillings per week during the war and six months after its ending.

THE increase, since the beginning of the war, in the price of the raw material for the paper on which the London *Times* is printed is costing it an additional \$350,000 per year. Its price was recently raised from 1 to 1½ pence per copy, and it is hinted that it may be raised again.

Two objects of unusual interest were included in a recent sale of various effects of the Ballantyne Press, in London. These were the desk and a chair used by Walter Scott whenever he visited the Edinburgh office of this famous house, to correct proofs of his historical novels.

THE obtaining of paper has become a little easier, partly due to large stocks being released by speculators and to the desire of the manufacturers to secure new orders. Printing-inks are also distinctly easier; some colors are still almost unobtainable, however, but it is felt that relief is in sight.

THE Allen Lithographing Coy. [while traveling in Scotland your correspondent noted the very frequent use of this abbreviation for company], of Kirkaldy, has voluntarily raised the wages of its employees, which one of the trade papers comments upon as being as remarkable as creditable.

STARTING with their February issues, an increase has been announced for the leading six-penny magazines, which will then sell for seven pence. The agreement to this purpose has been signed by the publishers of the *Strand*, *Pearson's*, *Windsor*, *London*, *Wide World*, *Nash's*, *Women at Home* and *Royal* magazines.

IN a case before a London military tribunal, where further exemption from service was asked by a printer for one of his employees, it turned out that the employee was a woman who had been working for some time disguised as a man, having done this to avoid being found by her husband, with whom married life had been found disagreeable.

A WELL-KNOWN typefounder, to whom a writer for the *British Printer* put a question as to the usage of the American point system in England, turned to his day-book for July, 1916, and showed that the sales of point-body type amounted to only twenty-five per cent, while forty-one per cent specially called for material on the old bodies. Thus, the longed-for uniformity (so generally accepted in theory, and desired equally by the typefounders and the wiser

printers) has not yet arrived in this country. Our British confrères certainly are laggards. Remember that the point system was officially adopted in the United States thirty-two years ago.

At a recent meeting of newspaper proprietors, held in London, C. D. Leng, of the *Sheffield Telegraph*, presided over a large attendance. A resolution was carried, recommending that the price of all morning and evening newspapers be increased one-half penny (one cent); and that in the case of penny morning papers the matter should be reviewed in three months. Scotch and Irish newspapers were exempted from the application of the resolution.

A CASE in which Stevenson, Blake & Co., typefounders (of Sheffield), brought suit against Grant, Legros & Co., for infringement of copyright, because the latter supplied a firm of printers with matrices for casting fonts of the "Windsor" and "Chatsworth" series, originally produced by the Sheffield foundry, was adjudicated by the court in favor of the plaintiffs. Perhaps if the typefoundries would more strenuously assert their rights there would be less of this sort of business piracy.

THE English publishing world is becoming more active, it is reported, and a large number of new books (considering war-time) are being put on the market. War topics are not so numerous as might be expected, which is a matter for reflection. While the general reader eagerly demands facts about the war, he soon tires of the story-teller's method of painting war. It is not surprising that the great writers of fiction have become aware of this and are almost all of them silent as war-story purveyors.

THE Master Printers' Federation has a committee appointed to discuss the subject of standardizing paper-sizes. It will make a great mistake if it does not seek the coöperation of the American printers and papermakers. Their plan seems to be insular, as neither the French printers nor those of the other Ally countries are being called into consultation. It is doubtful that even the basic use of metric measurements, as has been proposed by some English trade-press writers, will be seriously considered.

A WRITER in the London *Daily Chronicle*, in speaking about the scarcity of buckram, says that the name of this material is derived from Bokhara, a central Asian city, and that it crept into most European languages between the twelfth and fifteenth centuries. It was originally applied to a fine kind of cloth, used mainly for ecclesiastical purposes. It now designates a coarse material of cotton or linen, stiffened with size, which is used for the framework of ladies' hats, the lining of men's coats and the binding of books.

THE London *Daily Mail* relates this amusing incident: "At the Devises Military Tribunal application was made for the exemption [from military service] of three linotype operators, and it was explained that there were three machines. A member of the tribunal suggested that, as the machines were driven by power and were to some extent automatic, one man might supervise two machines. 'Could not boys be trained for the work?' was also asked. 'Yes,' replied the manager, 'if we had time; but a linotype is not like a chaff-cutter.'"

ENGLISH lithographers are complaining that great quantities of printed and lithographed "movie" posters are being "dumped" into the country from the United States, to the exclusion of the necessary raw product—white paper. It is contended that the continuance of this practice is inimical to the trade of the country, and helps to defeat the presumed intention of the Government in its

restriction of the tonnage available for unnecessary imports, and, what is perhaps still more important, involves the export of gold to pay for something that need not be imported.

GERMANY.

OF the German scientific periodicals appearing before the war, it is believed that nine-tenths are still being issued.

THE Rudolf Mosse Company, the big newspaper-publishing house of Berlin, has subscribed a total of 4,210,000 marks (\$1,001,980) to the five war loans of Germany.

THE Stempel Typefoundry, of Frankfurt a. M., has tendered that city 50,000 marks (\$11,900), to be expended in the better education of the children of the men defending the country in this war.

It is reported that the "shortage" of news paper has led to the establishment, by order of the Federal Council, of a central authority which will secure and control supplies for all the German daily papers. This authority will have its headquarters in Berlin as a limited liability company with a board of twenty members, of whom ten will be appointed by the Imperial and Federal Governments; four will be paper manufacturers and four newspaper publishers. Prices are to be fixed every six months on the basis of cost at the source of supply.

THROUGH a Swiss medium we are informed that relief for the "paper crisis" in Germany is in sight. It is claimed that in certain circles it is no longer a secret that the so-called paper shortage and the rise in prices concomitant with it were due mainly to speculation and market manipulation, because of which the paper-using public had to endure an overfilled measure of inconvenience. A circular issued by paper-manufacturers in Saxony very openly brushes away the fable regarding a low paper-supply. Among other things, the circular says that the prevalent idea that the utmost saving must be practiced with paper does not square itself with facts, as the paper industry is in a position to supply all the paper that may be required. Also that hindrances in the delivery of paper were due to the purchase of extraordinary amounts by certain buyers and not to any lessening of production. This hindrance has now been overcome and the paper-mills are once more able to fill all orders. The circular expressly insists that the lack of paper, regarding which so much has been said, does not really exist in Germany. The Union of German Paper Bag Manufacturers has also issued an announcement that "there is no lack of paper and that there never was such a lack." In view of these statements, a reduction in the prices of paper is confidently expected by the printers.

FRANCE.

THE *Bulletin Officiel* of the Master Printers' Federation, for last November, appeared with blank spaces marked "censored."

THE Paris Compositors' Union recently refused the application for membership of a linotype apprentice on the ground that he had not worked at printing before starting on the machine.

THE number of women employed in the printing industry of France continues to increase. The government printing and stationery offices are now open wide to women. Women are also getting into almost all branches of photo-engraving.

A GRAND French fair is being projected, to be held May 1 to 15 of this year, in the Esplanade des Invalides, Quai d'Orsay and neighboring avenues, in Paris. The printing

and publishing trade will no doubt accept the invitation to participate largely.

THE managers of *Progrès de Lyon* (M. and Mme. Léon Delaroche) have donated another 5,000 francs for the purchase of clothing for children of printers at the battle front. This makes a total of 15,000 francs which they have given for this purpose.

THERE is a remarkable book in the National Library at Paris. The letters are cut out of tissue-paper with a pair of scissors. Each sheet of blue tissue, out of which the letters are cut, is placed between two pages of white, and so the matter is easily read.

THE Groupement des Intérêts Economiques de la Presse Quotidienne Française (an important organization of French newspapers) has adopted a resolution in which it is agreed that the sizes of papers should be reduced by one-half twice each week, in order to help relieve the paper situation in this country. This organization has asked the Government to enforce the arrangement upon all daily papers in France. It is estimated that, at present prices of paper, such an order will effect a saving of one million francs a month for the newspapers concerned.

SWITZERLAND.

THE printers of Lausanne, Geneva and Neuchâtel have been out on a strike since November 6 last, because their demands for higher wages were not met as desired.

It is credibly reported that Swiss publishers have received offers from foreign manufacturers to supply news paper in such quantities and such reduced prices that, if the Government will reduce the duty on paper, the paper crisis would be done away with in this country. It is said the Federal Council is inclined to lower the duty from 8 down to 2 francs per 100 kilograms.

A COMMISSION appointed by the Federal Council to look into the paper question, in a recent report, establishes the fact that there is a sufficient supply of news paper in Switzerland, and that certain printing-offices still have stocks bought before the war. Nevertheless, the prices of paper have soared to an unreasonable height. The Department of the Interior has now appointed a commission to go into the subject more fully.

AUSTRALIA.

GEORGE SPILSBURY, who was said to be the oldest working printer in Australia, died recently at Sydney, at the age of eighty-three. He had spent his life in the employ of the *Sydney Morning Herald*. His father was before him in the same office.

THE Australasian Typographical Union has dissolved, all the former societies, except Ballarat and Victoria, merging themselves into one union, styled the Printing Industry Employees' Union of Australia. The first council meeting of the new association was held in Sydney, lasting twelve days. It is believed that the Bookbinders' Federation will also be dissolved and merged into the new union. The Pressmen's Union is still standing aloof.

BELGIUM.

ACCORDING to the *Handelsblad*, the newspaper *La Libre Belgique*, which, despite the vigilance of German surveillance, continues to be published in Brussels, issued a special number on the occasion of the anniversary of Belgian independence. The German authorities have offered a large reward to any one disclosing the identity of the editors and publishers. In this connection many arrests continue to

be made. An editorial note in the paper states that it is "written and printed in a motor car"; this may be true and may be not. Recently an edition de luxe of fifty pages was printed on old Dutch paper, including portraits of the royal family, and photographs of the fighting on the Yser. One may wonder at what may thus be done on a "motor car."

HOLLAND.

A BOOKLET, just issued, announces that Utrecht will be the scene of the First Annual Dutch Trade Fair, from February 26 until March 10. It will be conducted somewhat similarly to the well-known annual Leipzig Fair. It will be of a character exclusively national; only the products of Holland and her over-sea possessions will be exhibited. Queen Wilhelmina has consented to become patroness of the fair, while the Government has given its entire approval to the project. Utrecht is easily accessible by rail from all Continental points. It is located in the center of Holland and is within thirty to fifty minutes (by rail) of Amsterdam, Rotterdam and The Hague. The printing industry will, of course, be adequately represented at this fair.

INDIA.

THE Marwari Chamber of Commerce at Calcutta has requested the proper authorities to take steps to bring to an end the practice of using pictorial representations of Hindu gods and goddesses as designs for stamps, tickets, labels, calendars, etc., imported into India from other countries.

A SHORT time ago the Government of the State of Mysore sanctioned a scheme proposed by C. H. Yates, for the establishment of an institution for scientific instruction in printing for young men. The project has been started. Theoretical and practical work is being done side by side in the same rooms. A class of about twenty students, chiefly well-educated men, has been formed, which will receive two years of instruction.

SPAIN.

AS THE newspapers of this country were unable to agree to an increase of price from 5 to 10 céntimos, the Government decided to purchase at present market prices the fourteen million kilograms of paper which the Spanish press needs yearly, and to sell it to the newspapers at the prices prevailing before 1914. When the war is over, or the market returns to normal conditions, the Government, in order to retrieve the loss, will put a special tax on paper until the deficit shall have been repaid to the treasury.

ITALY.

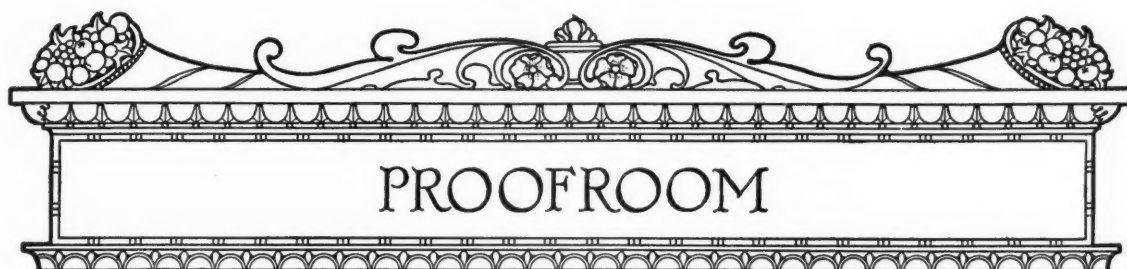
IN the attempt to obtain an increase in wage of thirty-five per cent, the printers of Milan went out on a strike early in December. Several newspapers had to cease publication.

NEW ZEALAND.

THE Government Printing Office at Wellington has ordered four additional monotype casting-machines, which will bring the installation up to eight casters and twelve keyboards.

ORDER.

To discipline your habits, your efforts, your wishes; to organize your life, to distribute your time, to take the measure of your duties; to employ your capital and resources, your talent and your chances — to do all this with profit is to know the meaning of the word *order*. Order means light and peace, inward liberty and outward command; order is power.— *System*.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Parentheses.

J. C., Hartford City, Indiana, sends a proof with this request: "Please note the last line on the enclosed proof from a brief which we are issuing. We would like to be informed as to the proper way for using the parenthesis-marks in this instance."

Answer.—The instance in question is the following reference, given here as it appeared in the proof: "(See points and authorities, Point Nine (9))." This is not a matter that should cause much concern, for probably the form would not be noticed with any particularity, since its whole importance is in the wording, which is clear anyway. However, but one arrangement is strictly correct, and that is with the period between the two closing signs, as the whole reference is a complete sentence, enclosed by the first and last curves, and the other curves enclose a subordinate parenthesis. But I have had such parenthetical references in my own reading and made them correct, only to have my correction rejected on the author's proof. Printers can not afford to disregard their customer's instructions, especially in such unimportant matters. The best way for them is the easiest way, and that is to print just what is written. In such work as that now in question this is particularly true; exact reproduction of copy is always right, no matter how wrong it may be.

Choice of Prepositions.

G. S., Plains, Montana, writes: "In a sentence like the following: 'John Smith returned Wednesday from a visit with relatives in Chicago,' one party claims that 'after' should be used instead of 'from.' Of course I realize that the sentence is not written in the clearest manner, for it could read, 'John Smith returned from Chicago Wednesday, after a visit with relatives.' But in the usual hurry of the newspaper game sentences do appear worded as first given. In your opinion, should 'from' or 'after' be used?"

Answer.—I should never think of finding fault with the sentence, especially in a newspaper, no matter which word was used. If all expression had to be patterned with such nice distinction we should get comparatively little expression. For instance, our correspondent has made a greater mistake in acknowledging the weakness of the sentence than is that weakness itself. I say this not as faultfinding, but only to show that we can not afford to waste time and effort on such minutiae. The mistake is the reference to clearness. It is not a matter of course that "the sentence is not written in the clearest manner," for only one meaning can be understood; that is, it is perfectly clear, although its literal expression would be a little better with "after." The return is made from the place, of course, and after a visit. I am not at all sure that I would not write the sentence just as it is quoted, and laughingly accept criticism if any one were finicky enough to utter it;

but I fear I might repeat the offense many times thereafter, without the slightest twinge of fear of danger to my future welfare thereanent. But if I stopped to trim my expression to the utmost literality, I think I should write, "John Smith returned on Wednesday from Chicago, where he had been visiting relatives."

Proper Use of "Who" and "Whom."

J. T., Springfield, Massachusetts, writes: "A dispute having arisen in our office as to the use of who or whom in a sentence which frequently occurs in our advertising literature, it has been decided to refer it to you for final decision. The sentence follows: 'Send the name and address of any person who [or whom] you would like to have read this paper.'"

Answer.—If I wrote this sentence myself, and tried to make it conform exactly to the rules of grammar, I should say "whom you would," etc., as the pronoun seems to be in the objective case. As a proofreader, however, I consider this as one of the many instances in which it would not be proper for me to change what was written, and I should follow copy, even to the extent of having it both ways. In this case, and in a great many others, the books on grammar do not give any examples exactly like the one submitted, so that the question can not be answered with direct authority. A general reason for this may be found in the fact that the sentence is not constructed so as to make the relation of the pronoun and verb absolutely unambiguous.

Alfred Ayres, in "The Verbalist," says of the word "who," of which "whom" is the objective form: "There are few persons, even among the most cultivated, that do not make frequent mistakes in the use of this pronoun. They say, 'Who did you see?' 'Who did you meet?' 'Who did he marry?' 'Who are you looking at?' In all these sentences the interrogative pronoun is in the objective case, and should be used in the objective form, which is 'whom,' and not 'who.'"

Richard Grant White said, in his book "Every-day English": "The distinction between them [who and whom] seems to be disappearing, and I believe will disappear."

Alexander Bain, in "Higher English Grammar," says: "On the supposition that the interrogative 'who' has 'whom' for its objective, the following are errors: 'Who do you take me to be?' 'Who is it by?' But considering that these expressions occur with the best writers and speakers, that they are more energetic than the other form, and that they lead to no ambiguity, it may be doubted whether grammarians have not exceeded their province in condemning them."

These quotations all refer to the words as used in questions, and there are not many of them; but opinions differ

on other uses also, and these few authoritative expressions are sufficient to prove that usage fluctuates. I am not saying that I approve the fluctuation, but merely stating the fact of its existence among writers well able to make their own choice. In general, it is the proofreader's duty to leave the choice to the writers, even when the proofreader knows that he is leaving bad grammar uncorrected. If a proofreader is sure that the one for whom he reads will not object, he should make the proper distinction between "who" and "whom." Otherwise it is best to follow copy.

THE COLOR OF PRINTING-PRESSES .

What is the color of a printing-press? is a question which, if asked, would probably be answered by the average printer as "black," although in their youth some printing-presses are green, but beyond these two colors the taste of the printer does not go. Now an American expert proclaims that these dark colors are all wrong, and that printing-presses should be painted white, or at least some light color, and he adduces several convincing arguments in favor of this theory. If presses and their surroundings were painted a light color it would cut down gas bills, give more light, and make the employees more efficient. Sixty per cent of a man's normal consciousness depends on sight—therefore, sixty per cent depends on color. The color of the wall has a direct relation to the amount of light that may be reflected. The greater the volume of natural light, the less it will cost to purchase it artificially. It follows, then, that if a given color will reduce the expenses of light consumption, it should be adopted in preference to one that will increase the cost. Unpainted brick walls give a room a dark and barny appearance—the eye can not find a balance. White removes this defect, and while the room may still appear large, the walls reflect the light that enters the windows. White reflects all colors. It is the direct opposite of black, which reflects nothing, but absorbs light. That's the reason a man wears a white collar—black would be heating. Put a white glove on one hand and a black one on the other, expose them to the rays of the sun and note the different effects. There are times, however, when white will not give the best results. Pure yellow reflects twenty per cent more light than white. Yellow, however, is irritating to the eye. Where the degree of light that enters an enclosed area varies, yellow may be modified to meet requirements, get the necessary balance, and avoid eye irritation. A cream or something like it may be adopted. White or yellow paint, to cover the black portions of a press and of all other machinery, would reduce the light bills. Undoubtedly, press manufacturers would be perfectly willing to paint a press any color desired before shipping. Of course, a pressroom in which this plan is worked out would appear dirty, unless cleanliness is the order. But there is just as much dirt on the black surface as on the white or yellow—the difference being that it does not show. There is a good deal in the theory of painting presses and other machinery a light color, and we place the suggestion before our readers, trusting that they are not too conservative to depart from the dark-colored machinery they have been so long used to.—*British and Colonial Printer and Stationer.*

GENUINE.

Dasher—I don't believe the war-films we saw last night were taken at the front.

Mrs. Dasher—Of course they were; didn't you notice the bullet-holes at the end of each reel?—*Puck.*

Written for THE INLAND PRINTER.

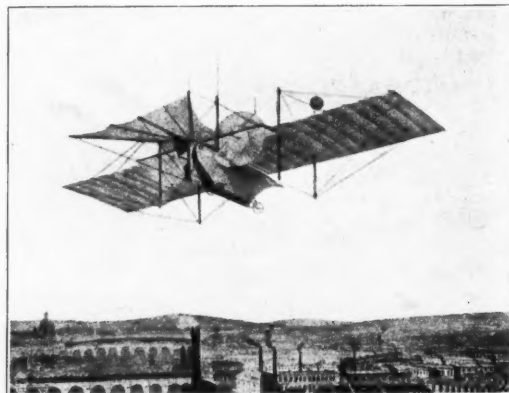
RUDOLPH ACKERMANN—NATURE'S NOBLEMAN.

BY F. A. HASSLER, M.D., PH.D.

Much of the information contained in this sketch is taken from an anonymous pamphlet, uncopyrighted and finely illustrated, which came to the writer through the mail some years ago, from whom he could not say, but on searching various works telling of noted men very little was found in regard to this truly noble man, a nobleman of nature's most skilled handiwork. One of the large works of reference after his name simply says: "A German printseller in London, 1764-1834."



MAN who in real worth towered far above most other men was first ushered into the world when in the little town of Stolberg, Saxony, Rudolph Ackermann informed all within hearing by the usual cry of the newborn infant that he had come to stay for seventy years. This event took place in 1764, and for many a resident of that town it was a very fortunate occurrence, for at, and after, the Battle of Leipsic in 1813 the people of Stolberg suffered



From a Rare Print Published by Rudolph Ackermann in 1833.

many privations and Ackermann was then in such good fortune as to be able to do much to alleviate their sufferings. When better times came to them they presented him with a pair of exquisite figures in biscuit china.

When a boy, Ackermann showed great talent in designing, and artwork in general. In 1779 he went to London, where some designs for carriages, which he had made, attracted such attention that he was employed to design the state coach for the Lord Lieutenant of Ireland, which cost about \$3,500 to build. In the vaults of St. Paul's Cathedral the funeral car of Lord Nelson, which he designed, is still preserved. He may be considered as the father of that beautiful style of reproducing original paintings and drawings so common during the first few years of the last century and known as "aquatint." He never claimed the idea as original, but said that in a talk with Jean Baptiste Le Prince, of Metz, they had discussed methods of engraving, and Le Prince suggested the covering of a highly polished plate of copper with fine dust of powdered resin, subjecting it to a very gentle heat which would cause the particles of resin to stick to the copper, but there would be small spaces between them where acid could "bite" when applied. This plan did not work well and so resin dissolved in pure alcohol, slightly diluted with water, was poured over the plate and it was allowed to

dry. When dry, exceedingly small cracks were left between the particles of resin and it was in these cracks where the copper was exposed that the acid bit.

Fine pictures were not common in those days as they are now, and when Ackermann exhibited some of the beautiful aquatints, in the windows of a store he had taken in the Strand, people crowded around them in their efforts to see the beautiful landscapes, views of country life, fox-hunts, and many other subjects. Some of these pictures were engraved by the most celebrated artists of the day. Such men as Bartolozzi, Sutherland and Rowlandson did some of their best work on these aquatints.

Ackermann's gallery became the resort of the fashionable folk of London, but he did not give all his time to art and the first commercial house in the world to be illuminated by coal gas was his store. This event caused Rowlandson to engrave what is now an excessively rare print, which was called "A Peep at the Gas Lights in the Strand," and was dated 1809. Our readers may remember that as great a chemist as Sir Humphrey Davy ridiculed the idea of lighting the streets of London with gas. It is said that people did not crowd around the store windows at night when the gas was burning, most of them expecting to see the whole place blown into the air every minute. One can not look at the remarkable picture of an airship published by Ackermann in 1833 without wondering if some of the late inventors had their ideas flashed upon them when they first saw this rare print. The same might be said of the motor omnibus, the view of which is dated 1824. These superb engravings were not plain prints, but were



"The Darling Awake," by Adam Buck—
Published by Rudolph Ackermann.

beautifully colored. They are seldom seen except in the larger museums, and if by any rare chance they are offered for sale it is at a price which only a very wealthy man can pay.

We have spoken of the sufferings of the people of Saxony after the Battle of Leipsic and the efforts of Ackermann to give them relief. This he did by starting a relief fund, which he succeeded in getting large-hearted people to subscribe to, and gave liberally himself. Thus by his efforts one hundred thousand pounds was raised; but this large amount did not satisfy him, so he continued interviewing first one government official and then another, and in the end Parliament added another hundred thousand to that given by private individuals.

In addition to the beautifully illustrated books on sports, life in the country, and such like, Ackermann published works on London, Westminster Abbey, India, Mexico, The Rivers Seine and Rhine, The River Thames, and many

others. To us it seems a pity that after a certain number of any volume had been published the plates were destroyed.

A man of the kindest disposition, gentle and pleasant to



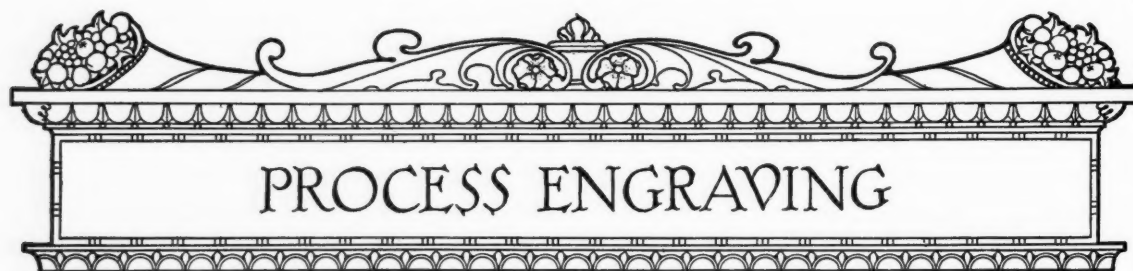
Print by Bartolozzi, Published by
Rudolph Ackermann.

all, doing much good in a quiet way, he was sadly missed and mourned by many when the Great Reaper cut him down on the thirtieth of March, 1834.

THE HIGH COST OF DISCHARGING EMPLOYEES.

"Hiring and firing," all large employers of labor now recognize, forms the greatest leakage in modern business. In many establishments the men who do the employing have come to be known as "the fortune-tellers." It is the one place in which everything is haphazard. Magnus W. Alexander, one of the engineers of the General Electric Company, has demonstrated this great waste mathematically. Taking the employment statistics of twelve metal-factories, located in six States, he has found that these places employed 37,274 persons at the beginning of the year, and 43,971 at the end. Their normal increase in employees, therefore, was 6,697. Had matters worked efficiently, these factories should have employed only 6,697 men—or slightly more, making due allowance for death, sickness, and other natural causes of dismissal. In reality, these factories had hired 45,571 new people. We must ponder these figures carefully to get their full significance. In order to obtain 6,000 new employees, these establishments, all representative and "efficient" American concerns, had to employ 45,000! Out of seven men taken on, only one stayed. After making liberal deductions, Mr. Alexander calculates that these twelve factories employed 24,500 men and women whom they were unable to retain. Each person represented an expense ranging from \$50 to \$200. The companies had to keep a clerical force to hire these people and place their names on the pay-roll. They had to pay foremen and assistants to instruct them. They had to stand the expense of damaged and broken tools due to inexperience. The reduced rate of production represented another positive loss, and then there was the spoiled work which "new hands" turn out in such abundance. Mr. Alexander takes the lowest estimate, \$50 per man, as representing this loss. At this rate, "hiring and firing" caused a waste in these factories of nearly \$1,000,000 a year. At the highest estimate, \$200, the practice resulted in a waste of \$4,000,000.—*Burton J. Hendrick, in Harper's Magazine.*

NO NOBLER feeling than this, of admiration for one higher than himself, dwells in the breast of man. It is to this hour, and at all hours, the vivifying influence in man's life.—*Carlyle.*



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

To Remove Verdigris from Half-Tones.

J. J. O'Brien, New York, wants to know the cause of verdigris forming on half-tones and electrotypes, and what is the best way to remove it without injuring the half-tones.

Answer.—The presence of verdigris on copper, whether half-tone or electrotype, indicates that some vegetable acid has been allowed to act on the copper. Acetic acid or vinegar with copper forms verdigris, though lemon or orange juice will also produce it in a slight degree. The antidote to the action of an acid is, of course, an alkali; therefore, ammonia or lye solution can be used with a brush to remove verdigris. Either of these acids, or other vegetable acids like citric or oxalic acid, can be used to scrub away the verdigris if all traces of the acid be removed or its effects neutralized with an alkali, followed with clean water and a dry rag.

The Metric System of Weights and Measures.

Frank H. Cleland, Washington, D. C., asks this department to call attention to the value the adoption by Congress of the metric system would be to our business.

Answer.—There is no question but the adoption of the metric system would result in a great saving of time and money to processworkers. The confusion of weights is most confounded at present. An ounce of metallic silver weighs 480 grains, while an ounce of nitrate of silver but 437½ grains. For instance, we now have three tables of weights—troy, apothecaries' and avoirdupois. Metallic silver is sold by troy weight, while nitrate of silver is purchased by avoirdupois weight. What further mixes up weights with us is that chemicals are purchased by avoirdupois weight, while process formulas are written in apothecaries' weight. One may buy 16 ounces, or 7,000 grains, in a pound, while his formula calls for 12 ounces, or 5,600 grains. Then, again, the United States pint contains 16 ounces, while the British pint calls for 20 ounces. All of this confusion would be avoided by the use of the decimal metric system, and then we could set about standardizing our process formula, which is something greatly needed.

Improved Steel in Routing Cutters.

"During recent years the art of steelmaking has advanced very rapidly. New steels have been developed and perfected that are better than the best in use before," says Booklet No. 280, just received from John Royle & Sons, of Paterson, New Jersey. This company has been experimenting for years in the hope of applying the new steel to router cutters, and now announces three brands of router cutters made from the new steel which they claim is superior to anything that has gone before. For hardening and tempering the new steel they use a modern system of heat-treatment that leaves no color on the metal, so that the

straw color which was characteristic of Royle cutters no longer appears, though the hardness and temper are more reliable than before. What a change from the early days, when the supreme test of the skill of the workman on a routing-machine was that he made his own cutters! When seeking a new position they would produce from their vest pocket a cutter which they claimed the making of. And the time they wasted experimenting with cutters!

The "Wellcome Exposure Record and Diary."

The first annual to come to hand is the "Wellcome Photo Exposure Record and Diary." It contains all that the dry-plate photographer needs to know about plates, exposure and developers. For the processworker it gives a wealth of suggestion as to the study he should make in the use of stops and the light with which he works, combined with factors that come into his problems with reduction and enlargement. If the processworker would keep a record of his work, including the date, subject, light, reduction or enlargement, distance of light from copy, stop, time of exposure with different stops, collodion bath, developer and temperature, with comment on the result, what an invaluable record this would be when a similar piece of copy came before him. It would save experimenting and much time and money. When beginning work on a new process the writer always made such records, and would not have succeeded without them. This "Wellcome Record" may be had from all photographic dealers.

Electrolytic Etching.

James P. Farnum, Springfield, Massachusetts: "I am an old typo that travels around a good deal and I have seen in newspaper plants the engravers etching plates by rocking them in a tub of acid. The acid fumes get all through the plant and into everybody's lungs. Only that the fellow that bends over the tub of acid is a tough citizen, it would surely get him. I have often thought, why don't they etch those plates by electricity? All they have to do, if it is a copper plate they are etching, is to hang the plate in an electrotypers' bath in place of the copper anode and turn on the current. You could thus be etching and depositing at the same time. And it seems to me you could do the etching quicker, cleaner, and get rid of the nasty fumes. If this idea has never been tried out, I give it to the trade with my compliments."

Answer.—Here is an attractive idea for some genius like Edison to work out. The writer confesses to having spent considerable time and some money on it during the late seventies, but attributed his failure to lack of knowledge of electrolysis. Hundreds of experimenters have worked at it since without success. The writer has come to the conclusion that there is something fundamentally wrong with

the principle; still some practical electrotypist may yet solve the problem.

The Autotype Process.

"Lithographer," Cincinnati, writes: "I have a foreign friend who wants to come to this country 'when peace is declared.' He says he knows the autotype process thoroughly, which he says they also call graphotone. He thinks there is a field for the process. The samples he sends look somewhat like photographs. I never heard of the process until now, and write to ask if it is something new. Would he find a market for it here? Enclosed is one of his samples."

Answer.—The original name for the process of which you send a sample is "lichtdruck," meaning light-printing, or printing by light. It is called "autotype" in England and sometimes "graphotone." In the United States it is called "artotype," "phototype," and commonly "gelatin printing," which it is. It is the printing, in a lithographic manner, from a gelatin surface on a base of glass or metal. It is being worked successfully in Detroit, New York, and some other cities. There is a small field for it in this country, but as it is a process much affected by changes in humidity of the atmosphere it is difficult to find in this country a climate suitable for it.

Cost of Materials, Light and Power.

J. C. Buckbee, of Minneapolis, has done a distinct service to the photoengraving business in giving the records secured in his plant during a year, showing the carefully kept figures of the cost of the various materials that go into the making of an engraving. For every one thousand dollars expended, it was found that it was paid out for material and electricity as follows:

Copper	\$ 373.00
Zinc	142.00
Miscellaneous chemicals	135.00
Light and power.....	87.00
Blocking-wood	61.00
Chlorid of iron.....	51.00
Nitric acid	47.00
Silver nitrate	37.00
Proving paper	28.00
Collodion base and stripping collodion.....	15.00
Potassium iodid	14.00
Photo-lamp carbons	10.00

\$1,000.00

The costs of materials, light and power in his plant are about forty per cent of the amount paid for wages in the mechanical departments. It is estimated that there are about six thousand men, including apprentices, employed in the five hundred and over photoengraving shops of the United States. Figuring an average of \$25 a week, the total annual wages paid is about \$7,800,000. Therefore, it is safe to estimate that the sum paid out for materials, light and power totals about \$3,120,000.

Stamping The Screen Number on Half-Tones.

"Printer," Newark, New Jersey, suggests that the fineness or coarseness of the half-tone screen be stamped upon the block so that the pressman can tell what he is up against when an advertising cut comes in. There are few printers who can tell whether a half-tone is 120 or 150 lines to the inch, and it makes such a difference when choosing the paper stock. When making up the advertising pages of a magazine in which one section is printed on coated stock and the other on uncoated, the half-tones could be easily placed in the section best suited to them if the fineness of the screen was readily ascertained.

Answer.—This is a most valuable suggestion and is already adopted by at least one progressive engraving-house. Instead of stamping the "pitch" of the screen on the block, which is likely to be removed from the half-tone when electrotyping or for other reasons, the number of the pitch of the screen is stamped on the beveled edge of the half-tone so that it can be readily seen by the pressman when the form comes to him. Stamped thus on the half-tone itself it can never be separated from it. All that the engraver requires is a set of steel punches with the numbers, 150, 133, 120, and the other numbers corresponding to the pitch of the screens used—the numbers to be stamped on the top and one side bevel, so that should the half-tone ever be trimmed close to the line at least one of the numbers will remain. It is an idea that should come into general use.

Notes and Replies for Processworkers.

Penrose's Annual will not arrive in this country until February, according to announcement received from Tennant & Ward, the American agents.

"Publisher," New York: The reason rotary photogravure is coming into general use so slowly is not on account of the shortage of paper, but chiefly on account of the lack of skilled workmen.

Ernest Knoff, Cincinnati: "Gelatosé" is gelatin or glue in which the property of swelling has been removed, as in fish-glue, used by processworkers.

The Ostrander-Seymour Company has promoted Robert J. Gibbon, the popular manager of its New York office, to Chicago, and secured in his place R. L. Weithas, who is well known to the engravers, electrotypists and printers of the East.

"Editor," Philadelphia: You are free to reproduce photoengravings made abroad. According to the United States copyright code, only photoengravings completely made in this country are entitled to United States copyright.

Samuel Fischer, Chicago: Rotary photogravure is not so recent an invention; it was studied out first by Karl Klic, to whom we owe much in photogravure on flat plates. He first put it into practical use in August, 1895, with the Rembrandt Intaglio Printing Company, Lancaster, England.

THE BRIEF.

BY H. E. S.

Oh, print me a brief, Mr. Printer,
To conform to the rules of the court;
With margins as wide as a note-book
And pages alarmingly short.
Use type like a child's First Reader,
To make it seem weighty and sage;
Have it read like a sign, with three words to a line—
And charge me a dollar a page.

Each line must stand out like a heading,
With spaces before and behind;
That it may be read without effort
By the lame and the halt and the blind.
For the law it presents is obscure,
Though crowned with the halo of age;
So string it along, and bring it out strong,
And charge me a dollar a page.

For a brief must look large and imposing.
For the court, and my client, to see;
Such a book that will leave the impression
That I'm, certainly earning my fee,
The price is of minor importance—
My opponent will pay it, and rage.
So fill it with space and fourteen-point face,
And charge me a dollar a page.

Reprinted from *Newspaperdom*.

SCRATCHING THE SURFACE FROM THE TROUBLES OF THE PUBLISHERS.

BY CHARLES AUSTIN BATES.



SUPPOSE the high cost of print-paper should make better accountants out of publishers. Suppose it makes them install a cost system whereby, as manufacturers of advertising space, they may determine its cost of production per line. Suppose it stops the orgy of circulation-getting, which has in view only quantity without thought of quality, or efficiency, or value. Would it be an unmixed evil? Suppose the increased cost kills off some of the weak sisters—clears out the underbrush and gives the good timber more sunlight and moisture. Wouldn't the whole trade be better? Wouldn't advertisers get a squarer, better deal? Wouldn't the publishers eliminated really be better off for the acceleration of the failure which is inevitable sooner or later? Many a good man is wearing out heart, soul and body keeping alive a publication that has not, never had and never will have any substantial reason for existence. If doubling the price of paper will put him out of his agony and start him to doing some useful work—wouldn't it be beneficent?

Most men go reluctantly to the table for the removal of their appendices, but they are much better off afterward. Strong publications can not be permanently hurt by an increase in the cost of raw material—any more than manufacturers in other lines are hurt by like increases. They will simply pass the buck to the consumer—the reader and advertiser. When raw material goes up the manufacturer has two ways of neutralizing the rise. By greater efficiency and more strict economy he reduces the operating costs, or he raises his selling price—or both. If he belongs in Class A—he does both. And the way is wide open to publishers.

Will you agree with me that a large proportion of the news and features of many papers is padding? Will you agree that at least half of the cartoons and comics are well-nigh pointless and are spread over double the space to which they would be entitled even if they were pertinent, pungent and penetrating? Will you agree that the sob-sister stuff is robbed of whatever wholesome sentimental value it ever had, by the obvious and nauseating artificiality necessary to make it fill its allotted space?

Couldn't we save a good deal of paper by condensing and curtailing these features? Certainly we would lose some circulation, but would that loss really impair the value of the paper to its advertisers? Haven't we, for quite a few years, been according too great consideration to mere quantity of circulation? Aren't a great many circulations suffering with fatty degeneration?

A paper delivered free could have whatever quantity of circulation its publisher chose to give it. But there is a prejudice against free circulation—so we have the one-cent paper, netting the publisher five-eighths of a cent, and costing a cent and a quarter for white paper and presswork. If a half-free paper has a greater-per-thousand advertising value than a wholly free paper, then presumably a paper sold at cost would be worth more per thousand to the advertiser, and one sold at profit still more. Of course you can follow this till it runs up a tree, but isn't there a sane stopping-place? And doesn't the high cost of paper and labor bring home to us the wisdom of finding and taking advantage of that stopping-place?

Suppose the four publishers of one-cent dailies in a given city met, and with due respect for the Sherman Law, agreed on a simultaneous raise to two cents. What percentage of his circulation would each lose? Of what character would this loss consist? There would probably be just as many newspaper readers in the town, after the raise. There would be only a reduction of duplication. Those to whom twelve cents per week is an important item, would buy one paper instead of two. But isn't it fair to presume that the one paper would be more thoroughly read than were either of the two? And isn't it thorough and concentrated attention which brings results to the advertiser?

Also, the people to whom two cents a day is a vital sum have less leisure to read and less ability to spend. Suppose they represent twenty per cent of the quantity of the circulation. What percentage is that of the purchasing power? Two per cent?—One per cent? I doubt if it is nearly so much. So what would the advertiser lose if the publisher put his product on a business basis? And when the publisher must pay more for paper, for ink, for labor, for news-gathering services and for literary and artistic ability—why shouldn't the advertiser pay more for the finished product? I believe he will do it without a quiver, if the publisher has nerve enough to ask it—and has a legitimate reason for the asking—which he certainly has.

My own opinion is that the advertiser would have a better bargain if the bloat were taken out of both the papers and their circulations. Both publishers and advertisers deceive themselves with these obese, forced, unwholesome, nearly free circulations. They carry them as an asset, much the same as a manufacturer carries doubtful accounts, old-style stock, antiquated machinery. They swell the balance sheet, but add no real value. When the certified accountant, or the public appraiser, puts the knife into the tumor, there is a short, sharp wail of anguish, but thereafter the business body is healthier and stronger.

Quite largely through wasteful extravagance (or extravagant wastefulness) the demand for white paper has tremendously increased, while the raw material has been used up faster than it grows, and its source has constantly receded farther back into the woods. Economy of production has not kept pace with decreased supply of raw material and increased distance of transportation. The waste must be lessened, and the ultimate consumer must, as usual, pay the freight.

The problem of the publisher is exactly the same as that of any other manufacturer. If the cost goes up, so must the price—or, there must be compensating economy in productive processes. Pig iron, wages and demand govern the price of machinery. Decreasing herds and increasing consumption boost the price of shoes and porterhouse. The price problem of the newspaper publisher is simple to the extent that it is localized. He need seek a meeting of minds with only the two, or six, or ten competitors in his own town. And need local competition be any other than wholesome, friendly rivalry—rivalry characteristic of principle?

Can't publishers check their artillery with their hats when they go into a meeting? Wouldn't a series of local get-together meetings quickly bring the practical solution, which baying the Federal Trade Commission fails to produce? Pass the buck to the ultimate consumer. He is more numerous, and his combined howl is louder. Then if it is deep iniquity, and not the law of supply and demand, that has so violently raised paper prices, it will, in time, be discovered, exposed and excised.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Gum-Printing Process.

"What is the gum-printing process as applied to typographic printing?"

Answer.—The printing from a rubber stamp or plate in a typographic press constitutes gum-printing. It is usually applied to wood, celluloid, metal plate, glass or mica. This method has a place in a specialty-line plant. The principal difference is in the nature of the ink employed; it must be a surface-drying variety.

A Well Printed Magazine from Australia.

The *Weekly Times Annual*, of Melbourne, Australia, is adorned this year with a beautiful cover in four colors representing a bird indigenous to that country. A number of illustrations are printed with process plates in three colors. Numerous full-page plates appear in monotone, two and three colors. The presswork is of the usual high order, being under the direction of J. V. Price, who is well known to our readers as a contributor of high-grade specimens of presswork.

Ink Reduced Too Much.

(1836) An Illinois pressman submits a circular containing half-tones in which a number of places are marked "slur." The inquiry accompanying the specimen asks the cause of slurring.

Answer.—A close examination of each part shows that the places you have marked "slur" are really not slurs in the ordinary acceptance of the term. The irregularity in printing is due to the filling up of the dots in the shadows. This mottled appearance possibly can be corrected by using an ink that will not spread so much under pressure. While the ink is undoubtedly of a good grade, it may have been reduced, for it shows slightly gray under the glass. It is possible that an examination of your make-ready would reveal other contributing causes. We would like to examine the tympan of the job to see its make-up. Possibly a few suggestions may help.

A Light-Weight Catalogue.

A Chicago house dealing in jewelry and fancy goods has put out a neatly printed catalogue on the thinnest news-print paper. It has thirty-two pages, 6¼ by 9½ inches. The weight is less than two ounces. This catalogue contains fine-screen half-tones of every description; solid and gray background, outline, vignette and square finish. As every page has from one to twenty-four half-tones with descriptive matter in nonpareil, a pressman can judge how long it will take to make a form of that nature ready and print a 50,000 issue. However, in this case there was practically no make-ready, and the speed of printing was above normal because the catalogue was produced on an offset press. The clean, sharp printing of every character and dot shows the advantages of the offset process for thin, coarse

stock. It is doubtful if any pressman could produce work to equal the appearance of these pages by printing from an electrotpe or original half-tone plate on news-print paper. The catalogue was produced on a Scott offset press by the Regensteiner Colortype Company, of Chicago.

Slurring on Rule Form.

(1835) A Pennsylvania pressman submits a sheet of a black form in which a slur occurs on a down-rule close to the top edge of the sheet. His complaint is as follows: "I am enclosing copy of form and would feel very grateful if you could prescribe a remedy. The vertical rule on the left side slurs regardless of every preventive I have used. The sheet is printed on a 12 by 18 — press, three rollers and vibrator, using job-black ink; two sheets of tympan manila, one sheet pressboard and one sheet four-ply railroad board for packing. I have tried everything, but can not get rid of the slur. Kindly let me know what is the trouble."

Answer.—You can remedy this trouble, using the same tympan, but in addition you should stretch two pieces of twine between the two grippers above the sheet, attach a piece of cork about twenty-four points thick to a card and attach the card to the twine so the cork will press the sheet firmly to the tympan, adjacent to the rule that slurs. This should prevent slurring. Be certain that there is a solid piece of furniture, or quads, where the cork strikes the form.

Hints to Pressmen on Care of Equipment.

The Duplex Printing Press Company, Battle Creek, Michigan, has issued a bulletin giving hints to pressmen operating its presses. The subject-matter is of value to pressmen in general. Some of the information may be adapted by flat-bed and platen pressmen. The following are a few of the suggestions offered: Before starting a press be sure that all plate clamps and plates are snug and tight. Be certain that the composition rollers are properly adjusted and that the roller brackets and sockets are securely fastened before moving the press. When oiling a press it is a good plan to carry a cloth or a piece of waste for the purpose of removing the surplus oil. Clean work can not be expected from a machine smeared with oil, ink or dirt. A press exposed to dirt or dust should be covered when not in use. Keep the pressroom and press warm at all times in cool weather. The best results are obtained with a temperature of about 75 to 80 degrees Fahrenheit.

For rotary pressmen: The outside circumference of the plate on its cylinder, and the circumference of the impression cylinder with its packing, must correspond perfectly in order that they travel in unison. The press-builder determines the thickness of the plates and blankets, or tympan, that are to be used. To obtain the best results, the plates, and the packing for impression cylinder, must

be maintained at the prescribed thickness. It is the press erector's business to adjust the cylinders properly; it is the duty of the pressman to see that they remain so, and also to maintain plates and packing at the correct thickness. Inspect the packing frequently and keep it at proper thickness, and do not change cylinder adjustments.

In regard to composition rollers, the following points will interest every pressman: The inking-rollers for fast newspaper presses are made as tough as possible to meet the conditions due to high speed. Care must be exercised in setting the ductor roller, as it moves from an almost standstill position at the fountain into contact with the swiftly moving ink-drum. The form-rollers should touch plates lightly to obtain good results from half-tones. It is customary to set the form-rollers to a heavier bearing on the ink-drum than on the plates, so as to take plenty of ink and to transfer it lightly. The vibrator-rollers on the drum should be set just hard enough to cover nicely. Watch the rollers daily to see that shrinkage of composition does not alter their contact with plates and drum. Great variations in temperature and humidity will necessitate the resetting of composition rollers. After the rollers are washed they should be placed again in the press and re-inked. Lye must not be used on composition rollers.

To Correct Register on an Old Press.

F. C. Buchner, Northampton, Massachusetts, writes: "In regard to query 1832 in the January issue of *THE INLAND PRINTER*, I have had some experience on that class of work and may be able to set him right. First he must get a register. I take it he may have an old press, or one that is worn some, to do that work on. Many pressmen may not agree with me on the following, but experience has taught me to do so on a badly worn press. Bring the cylinder down a little harder on the bearers, readjust intermediate gear, and set the register rack so that it will help the cylinder along. This will hold the bed back on the working parts and thus obtain a better register. This should be done with great care by turning the press over so that the segment will be in mesh on high center, pull the rack ahead with the hand to a bearing against the segment, bring the cylinder down on the bearers when making adjustments to the rack. In regard to perforating the long way of the cylinder, as mentioned, the use of a piece of crinoline or muslin glued to top sheet at, say, one-fourth inch both ways of the rule or impression will stop ink from forming under the top or draw sheet, and will do very nice perforating with the use of a hard packing."

Wrinkling of Sheets Printed with a Heavy Border.

(1823) An Illinois pressman sends several sheets of heavy enamel stock on which are printed open forms surrounded by a thirty-point solid border. The letter reads, in part, as follows: "I would like to have you look over the two sheets enclosed under separate cover and tell me where the trouble is. You will notice the smaller sheet is 19 by 25, 100-pound, the size the sheet is supposed to run, and has creases in it, which I claim are caused by the sheet being too small for the job. The larger sheet is about 21 by 28, the size I think the sheet should be to make a decent job."

Answer.—Since the gripper margin on both sheets is alike, we do not believe that an increase in dimensions outside of the form would cause the sheet to print without wrinkles. We are under the impression that the wrinkles originate where the shoo-fly touches the shoulder of the plate, or where the sheet is curved on the guide-rest, as the wrinkles work out on the back end of the sheet oppo-

site this part on both pages. We believe the size of the sheet has no direct bearing on the back edge. The wrinkles may have originated in way-edged stock, or may be due to the slight wrinkles started by your shoo-flies, which appear to just touch the edge of the plate. You should cut out your packing so that the shoo-fly does not cause a curve in the sheet after the grippers close down. Be certain that the shoo-fly is not too close to a gripper, or you can not avoid a curve in the sheet. In this kind of work the sheet must be as free as possible from waves after the grippers close, otherwise these slight buckles will work out on the back end in wrinkles. The tympan should be as hard and as unyielding as you can make it with paper. Use a packing of top-sheet manila and a thin hard-packing sheet so that there is no yield when the plates have contact with the sheet in printing. The form should, if possible, be all metal. A wood base may cause your trouble where a metal base would be inflexible, and could not yield under pressure. You should provide a sheet-fender made from heavy kraft paper. This may be made about the width of the cylinder between bearers and should extend as low as the bar at the lower end of the sheet-guards. The doubled sheet of kraft paper should be oiled and folded. The upper end may be attached to the screws that hold the sheet-guards to the rods. When it is attached in position, feed a sheet to the guides and turn machine until the grippers are down to the form to take impression (do not trip the cylinder). Set the sheet-guards firmly against the sheet. This may cause the fender to close up the space and make the sheet hug the cylinder tightly. This should remove practically all buckling if no other complication exists.



"O YOU GREAT BIG BEAUTIFUL DOLL."

Daughter of O. F. Cayce, secretary and treasurer, Cayces & Turner Publishing Company, Martin, Tennessee.

APPRENTICE PRINTERS' TECHNICAL CLUB

BY J. L. FRAZIER.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman Street, Chicago.

Use the Second Color to Advantage.

THE second color is used in printing to make the work more effective. If the color is used simply to embellish, it should be used with that idea in mind and in order to make the work more pleasing. If used to make display more forceful it should be used to emphasize only the important lines in the design.

Lines printed in some variation of red, the color most generally used to obtain force in display, are emphasized through contrast with the black, and stand out above all else in the design.

The first of all rules of display is to emphasize the important features in the copy, and display printing accomplishes what it was intended to accomplish to the greatest degree only when that is done. The salient features of the copy should be emphasized, the words which tell the story in a nutshell, and which are most likely to create what advertising men term desire—desire to buy, desire to see, desire to go, or desire in whatever direction it may take one. Since red, through contrast, emphasizes, and as the first law of display is to emphasize the points of greatest importance, or those most likely to interest and influence the reader, two-color display printing generally loses in value when unimportant lines are printed in the contrasting color. This is common logic.

We have received within the past few weeks several items of display printing in which the second color, red, was not used to advantage and, among them, one particularly well-set catalogue-cover which illustrates admirably the ideas we wish to convey to our readers this month (Fig. 1). We are not going to insist that the

job is a poor one, for it is a very good design, but will demonstrate to the satisfaction of all, we are sure, that the second color was not used to advantage.

Do the most important words on this page stand out? The question is asked to cause you to sit up and take notice—there is really no question about it. They do not. The

words printed in red, "Purdue, Lafayette, Ind." and "Farmers' Week" are rather meaningless, when taken together, and do not tell the reader anything in particular. The effect is also somewhat disconcerting—and if not really complex, very nearly so. Compositors should be concerned above all else in making things plain and in making the essence of the things they do easily grasped by the readers.

Obviously, the page is designed to advertise the Apple Show of Purdue, not Purdue itself. "Apple Show" is the big thing, and Purdue simply specifies this particular apple show. Purdue might have a Corn Show, too, and the show would be utterly different, yet it would be a Purdue show. None, we believe, will question that "Apple Show" is the most important item on this page, and, that being the case, nothing should stand out more prominently.

The next most important item in this copy is the place where the show is to be, "Lafayette, Ind.," and the compositor of Fig. 1 very properly printed this line in red.

After knowing "where," the reader naturally wants to know "when," so that, if interested, he can make his arrangements to attend. The date is always an important point in display printing, especially when an event is advertised. "Farmers' Week" is not the date, in itself it is indefinite, for "Farmers' Week" might be in August just as well as in January. It is to the date, in this

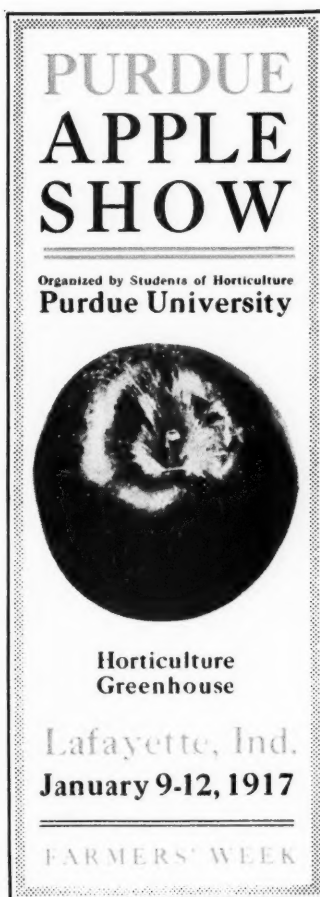


Fig. 1.

case, about the same as an adjective is to the noun it modifies. Of course, if a poster, hanger or program was being set, advertising "Farmers' Week" as a feature, and giving the program or events for the week as a whole, the words "Farmers' Week" would be most important. Here, however, an apple show is being advertised, and, when the dates for that particular show are given, the fact that it is during Farmers' Week is of little importance.

We can not say that the date is not prominent enough, for, sandwiched between the two lines printed in red, it has plenty of contrast and stands out quite prominently. But a struggle for predominance is sensed in these two lines of about equal importance, so close to each other and so utterly different in appearance and effect. In our opinion, as printed, the design loses in effectiveness. Since both are important, since one is as essential to the reader as the other, why not print both in red?

In the foregoing paragraphs we have specified the three big display elements in work of this character. They are "What?", "When?" and "Where?" These items should stand out above all else in the designs. The thing itself should be most prominent, but whether the place or date is given second prominence is not of much consequence.

The compositor of Fig. 1 did not emphasize in the use of his color according to that logical idea. Note, therefore, the appearance of the copy when displayed in accordance with that idea (Fig. 2). Here, the important lines, "Apple" and "Show," "Lafayette, Ind." and "January 9-12, 1917," answering the questions "What?", "Where?" and "When?", are emphasized by being printed in red, and the reader grasps the essence of the whole page at a glance without having to read all. It is much simpler and much more effective.

Those words really tell the whole story. What more does one really need to know?

When color is used simply for the purpose of embellishment, weaker colors — that is, tints of cold colors — may be used; and the weaker the color, the larger the area it may cover on the page. Strong, warm colors are also used for purposes of embellishment, to brighten the page, but, when

used, should cover a relatively small area. The point we are especially trying to get at is that lines of type should not be printed in tints, if the best appearance is to be obtained, except when that type is exceptionally large in proportion to the size of the other type of the page.

It is not advisable to print small lines in warm colors and light tints in cold colors, because those colors weaken the lines in tone and carrying power, and make reading, especially at night, a very difficult matter. Printing small lines in color will emphasize them, however, in so far as directing attention to them is concerned, just as it will large lines, for contrast is thereby obtained.

Properly used in printing, color may be made a powerful agent in salesmanship through print. Designs printed in color are lifted above the plain and commonplace, and, for that reason, command greater attention.

The essential features, standing out as they do in the design on this page, make comprehension of the big points simple and easy, and afford a very good illustration of what color can add to ordinary display printing. With the lines here printed in red run in black, it would be necessary for the reader to sift them out for himself by close reading, but here they are sifted out for him by use of the second color.

Advertising.

Advertising is the motive power of modern business. The man who has a product that the people want and does not tell them about it, is living in the Sahara of his own barren life. He is a derelict lost in the empty desert of his own ignorance or folly.

The true function of advertising is to suggest rather than to convince, to lead rather than to compel, to in-

spire rather than to direct, by creating through the dominating idea used in the advertising other ideas in the mind of the reader that he or she will catalogue as personal, intimate opinions of the product and its value.


All advertising that suggests, leads, and inspires, is good advertising. If it is insistent and consistent, it must be productive advertising. This is the elementary fundamental of all publicity that wins increasing sales.—*The Wallace.*

PURDUE

APPLE

SHOW

Organized by Students of Horticulture
Purdue University



**Horticulture
Greenhouse**

Lafayette, Ind.

January 9-12, 1917

FARMERS' WEEK

FIG. 2.



BY J. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in package of specimens, unless letter postage is placed on the entire package. Specimens should be mailed flat, not rolled.

WILLIAM F. FELL COMPANY, Philadelphia, Pennsylvania.—Yours is a handsome calendar, even though no illustration was used on it. We thank you.

C. P. EVANS, Chicago, Illinois.—Your Thanksgiving-greeting folder is decidedly clever, and exceptionally well executed.

THE RECORD COMPANY, St. Augustine, Florida.—We admire every feature of your fine Orlando folder. It is gotten up in an interesting way and should turn many faces toward Florida. Was it intended to accomplish more? Presswork is excellent.

E. MORRISON, Lowell, Massachusetts.—Typographically, the house-organ, *Service News*, is well handled, but the illustration on the cover of the "Post Office Number" is not well drawn.

RALPH W. POLK, Lincoln, Nebraska.—All your specimens are delightfully pleasing in the simple and artistic style which has characterized your work for some time. No faults are apparent to us which demand correction.

HORACE CARR, Cleveland, Ohio.—Your "Holiday Greetings" card is Carr work on the face of it, and is especially attractive. We regret our inability to show our readers a satisfactory reproduction, for it would prove interesting to all.

SUPERIOR TYPESETTING COMPANY, Chicago, Illinois.—Your blotters are strong and effectively treated. They are exceptionally well handled from an advertising standpoint. With these good qualities, it goes without saying that they are well executed from a mechanical standpoint.

THE VINCENT PRESS, Minneapolis, Minnesota.—Your "Arms and the Man" program is neatly composed. Black ink would have been preferable to the blue. The geometric squares used as corner-pieces in the border are a little too heavy for the remainder of the scheme.

DENNISON MCKELLAR CO., Stockton, California.—Both the Christmas-greeting cards are out of the ordinary as regards style and arrangement. They have the further advantage of being well printed. No faults appear to us which demand correction.

W. J. TAYLOR, Woodstock, Ontario.—The printed Christmas poem, executed by you for dis-

tribution by carrier boys to subscribers of your paper, is very well executed and represents an idea worthy of adaptation by other publishers. You will find a number of suggestions for your 1917 greeting-card in this issue.

W. CARL CURTISS, Kalida, Ohio.—Your letter-head is a good one for a show-printer, but we can not see just why show-people admire the bizarre and undignified. The Hummel letter-head is overelaborate in the use of so many rules and ornaments, but the other specimens

are very satisfactory. Your composition is better than when we first saw it.

EUGENE PAUL EHRHARDT, St. Louis, Missouri.—Your business card is interesting in treatment and well set. A weaker color for the background of the cut, preferably a buff, would improve the card, for, as printed in red, it is a little strong at the bottom. The letter-head is neat, and otherwise satisfactory.

M. O'GRADY, Helena, Montana.—The folder for J. Cooper Reeve is excellent, as is also the Marlow dinner menu, but the latter would be better if the items on the menu had been set in smaller type, for the page appears crowded. We would prefer capitals and lower-case to the all-capital arrangement.

WILL M. HUNDLEY, Alta Vista, Virginia.—Your stationery is interesting and well designed. We would prefer to see the main type-group in the letter-head somewhat lower, for, as it stands, the design appears to be slightly top-heavy, and the variation in side and top marginal spaces is too great for pleasing results.

WE have received from S. D. Warren & Co., Boston, Massachusetts, an interesting announcement printed in photo brown on that firm's Cameo Plate. The half-tone, showing the concern's plant, which appears at the top of the announcement, is admirably printed, and illustrates the soft and pleasing effects obtainable in the use of this stock.

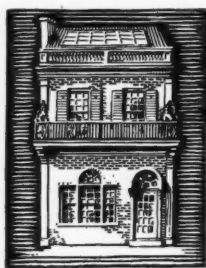
The Cecil Star, North East, Maryland.—You did very well indeed on the folder for the Cecil Garage. A roman type would have been better, and red of an orange hue is preferable to red of a purplish hue, such as you used. Considering your environment and the handicaps such environment places on one, you deserve praise for the excellent results obtained.

THE KEYSTONE PRESS, Streator, Illinois.—All the specimens sent us are of a very good grade, being effectively displayed, well composed and printed. The blotters should guide buyers of printing to your door. Your house-organ, *Paragraphs*, is a pretentious little paper and of as good quality as many of those

Holiday Greetings
to
Friends of Ours
from
Friends of Yours

The Ransoms
Will and Helen

Plain but attractive hand-lettered greeting-card printed on hand-made stock.
By Will Ransom, Chicago, Illinois.



**The Associated Artists
of Philadelphia
their Staff and their Associates
send from their New Building
GREETINGS
to You and Every Member
of Your Organization
for the Year of 1917 and
Every Year Thereafter**

Sent from
1630 Sansom Street
January 1, 1917

Artistic, hand-lettered greeting from The Associated Artists, Philadelphia, Pennsylvania.

we receive from cities many times the size of Streator, and from larger plants than yours.

THE GARDNER PRINTING COMPANY, Cleveland, Ohio.—The catalogue prepared by you for The Beckman Company, also of Cleveland, is a production of exceptional merit. The colorwork on the inside pages is all that could be desired—the woolen blankets and robes being represented quite faithfully in their natural colors. We compliment you on your handling of every detail of the production of this fine catalogue.

SUPERIOR PRINTING COMPANY, Akron, Ohio.—The booklets, "The Beginning of a Business Letter" and "The Ending of a Business Letter," are both interesting and attractive in appearance. We do not admire the Goodrich trade-mark, which is of too illustrative a character to harmonize well with type. The lower group on the title-page design could be raised with improvement to both balance and margins.

THE KEYSTONE PRESS, Indianapolis, Indiana.—The blotter issued by you to solicit the printing of Christmas cards is very effective. Printing a number of ornaments appropriate to the season around the type-group is a good idea, for a recipient, seeing thereon one which

suits his fancy, is almost sure to order his cards printed at your plant. The idea is given as a suggestion for adaptation by other printers when the next holiday season rolls around.

THE MUNRO & HARTFORD COMPANY, New York city.—The portfolio of samples of your work contains some excellent examples of color-printing. Such work has all the advantages claimed by you in your very interesting letter attached to the inside front of the cover. The McMein drawing is an exceptionally clever piece of work, and the shirt, collar and cuff catalogue-cover for Geo. P. Ide & Company has every attribute of a good cover. Again we compliment you.

O. EUGENE BOOTH, Cherokee, Iowa.—The

folder, "The Nativity of Christ," is pleasing, but subject to improvement in two ways. The text-matter should have been set in narrower measure so as to occupy less of the horizontal space and more of the perpendicular space, in order to obtain a more pleasing distribution of marginal spaces in the center panel. The two lines set in text, at the bottom, crowd the rule above too closely, as witness the small marginal space above as compared to the large side margins.

REPUBLIC BANK NOTE COMPANY, Pittsburgh, Pennsylvania.—The catalogue exploiting the Ladd Water Tube Boiler, designed, engraved and printed in your establishment, is an exceptionally fine piece of work. Well printed in large, readable type, it is not only made readable, but also inviting to the reader. For sub-headings we would prefer Cheltenham italic upper and lower case to the italic capitals. We note a little offset here and there, but, all in all, little opportunity is left for improvement. You are justified in feeling proud of the accomplishment.

R. W. VAN VATER, Bloomington, Indiana.—The inside pages of *The Hoosier* are nicely planned, well set and well printed. The cover lacks in character and interest because too nearly filled with type. If the lines of minor importance had been set in smaller type so that more white space would be available for pleasing distribution, the design would have character and be interesting. As it stands, the page has more of the appearance of an advertisement than of a cover-design.

JOHN RODDA, JR., Houghton, Michigan.—Your specimens set in Goudy are admirably neat and effective, but those set in shaded faces of type have little to recommend them. This shows just how important the selection of type really is. Paper is flat, and type-faces which present the appearance of light and shade do not appear to lay flat on the flat paper. The effect is one of unrest, as it were, and it seldom, if ever, is pleasing. The letter-heads, simply arranged, are chaste and dignified in appearance and very satisfactory.

W. T. PANKEY, Houston, Texas.—The blotter, printed in brown and buff, is pleasing in a general way. If the firm-name in the upper panel had been set full measure, margins would be better around it and the group would not appear overbalanced at the bottom, as it does, because of the greater width there. The small panel should have been made shorter so that periods would not have been considered necessary in the attempt to make the line of type therein the length necessary for good margins. The letter-head is overelaborate in meaningless decoration. Get away from this style. The simplest style is best.

The Waupun Leader, Waupun, Wisconsin.—Your August blotter is very good. As the stock

**Frank H. Riley,
Ornament-Lettering
702 Atheneum Bldg
Chicago-Harrison 3138**

Distinctive business card of a Chicago artist.

used is a rather strong pink, red is not the best selection for the second color with black. A bright green would have been better. We believe, too, that the illustration should have been at the right side rather than at the left. There is so much open space at the right of the illustration that the contour of the design as a whole is broken up. Then, too, the reader reads from left to right, and the reading-matter should therefore be placed at the left so that no obstacle will be placed in his way to make comprehension difficult.

YOUNG & McCALLISTER, Los Angeles, California.—The Christmas-greeting folder, executed by you for the Brownstein-Louis Company, is refreshing in its contrast to conventional standards in work of this kind. For the benefit of our readers, we will state that "Stronghold Steve," appearing as Santa Claus on the first page and as himself on the inside spread, wears overalls made by the Brownstein-Louis people to his own eminent satisfaction and, incidentally, the satisfaction of the makers. "Steve" is some advertiser. If one wants to see about the best line of direct advertising being done in the country to-day, he should start a collection of work bearing the Young & McCallister imprint, provided, of course, that is possible.

CLAUDE W. HARMONY, Sapulpa, Oklahoma.—All your work is good; the Christmas cards sent us make up the finest collection we have received from any one printer. We admire especially the Bohart card, on which a border in red at the edge of a card and a blind-stamped panel add pleasing touches. We would like to show it, but can not by reproduction do justice to the original. We do not admire the use of the script initial on the Loucks card. It is the only blemish on all the cards you sent us. The letter-head used by a local bank for its correspondence during the holiday season is reproduced on this page, and represents an idea other printers could adapt with profit during the 1917 holiday season.

EILERT PRINTING COMPANY, New York city.—The folder, "The Realizing of an Ideal," is written in an interesting way and recites the efforts of E. F. Eilert toward the attainment of his ideal, "not to have the largest plant of its kind in the city, but one that could offer to publishers the utmost of efficient service for the rapid, accurate and high-class production of their periodicals, and, also, a job department equipped to handle all the small work required." The folder is admirably executed, although we do not admire the wide letter-spacing of the title. Your 1917 calendar is satisfactory, but the name of the firm and other lines at the top are too small, in our opinion, for the size of the calendar. These important lines are, in reality, overshadowed by the calendar-design. On calendars, especially, the name of the firm should be prominent.

**Thomas J.
Erwin**
Art for Advertisers
Tel. Harrison 3138
59 E. Van Buren St. Chicago

Business card of another Chicago artist.

C. J. BENSON, President
W. S. BUNTING, V-President



I. F. Mc-GEE, Cashier
ABNER BRUCE, Asst. Cashier

THE FIRST NATIONAL BANK
SAPULPA, OKLAHOMA

The letter-head here shown was used by the bank represented for its correspondence during the holiday season. By Claude W. Harmony, Sapulpa, Oklahoma.

THE DAVIS PRESS, Worcester, Massachusetts.—The circular, "Printing Is a Profession," is sound in argument, besides being an unusually attractive job of printing. Buyers of printing who are blessed with a sufficient degree of good taste to appreciate the beautiful in typography will hardly doubt the ability of your organization to turn out fine work of any character. For the benefit of readers, we will state that no border surrounds the type of the circular, but, across the top edge of the sheet, a two-point rule is printed in gold, and immediately below this line, joining it snugly, a four-point rule is printed in red. The effect is very artistic and the idea adds a touch of distinction, yes, class, to the design, lifting it far above the ordinary.

E. J. DALTON, Pittsburgh, Pennsylvania.—"A Message of Joy" is not executed according to

present-day typographic standards. It is, in a way, of the gingerbread variety, as witness the meaningless arrangement of the rules and ornaments forming the decorative scheme on the title-page. The ornaments are not appropriate to the subject, and one is black and the other light, clashing in tone. A simple arrangement of the main display in one line at the top, with the poem at the bottom, and the two groups unified by a plain, continuous border, would be the logical and most pleasing way to handle this copy. The inside page is not so bad; in fact, it would pass as a very good example of display composition.

T. E. HARPER, Corning, California.—The letter-heads sent us are exceptionally neat. On your own Christmas-greeting card we would prefer to see the lines of script spaced closer together, or smaller sizes used, so that more white space would appear at the top and bottom to balance the rather large amount at the sides. The blotter would be better if the initial had been set in the measure. Some styles of letters, italics particularly, lend themselves to the style of handling wherein, as initials, they are outside the measure, as in this instance, but angular block-letters, such as you have used, appear ill at ease in such a position.

You should have carried more ink on this blotter. Are your rollers in good condition?

STEWART-SCOTT PRINTING COMPANY, St. Louis, Missouri.—"A Big Word Not in the Dictionary" is an especially pleasing pamphlet, printed on soft, tinted stock in a nice, medium-gray tone of ink. Composition is good also,

which mars to some extent the appearance of the work. The reds used are generally too dark and of a scarlet rather than vermilion shade, which is desirable. The holly border is too prominent for the type on the title-page of the program for the "last entertainment in the old building." We would not have letter-spaced

of two main display lines in a design be shorter than the first? No good reason can be given against it.

E. D. FOWLER, Durham, North Carolina.—The letter-heads and envelopes, appropriately printed in red and green and embellished with holiday decorative ornaments, are admirable

JE
Thomas J. Erwin
Art for Advertisers
59 E. Van Buren St.
Chicago

Envelope design, printed on flap. Hand-lettered by an artist for his own stationery.

but we note that the groups on both cover and first inside pages are placed too low. The cover-design is slightly above center, but not enough so to overcome the optical illusion which causes lines of type to appear lower than they really are and which makes it necessary to place lines or groups of type enough above the center to overcome this effect. The line on the first inside page is actually below the center of the page. Both pages appear overbalanced at the bottom. Balance is the best, and the white spaces of the page are most pleasingly proportioned when a line or group of type, appearing alone on the page, is placed at the point where the space above will be to the space below as three is to five. The idea behind the pamphlet is a good one.

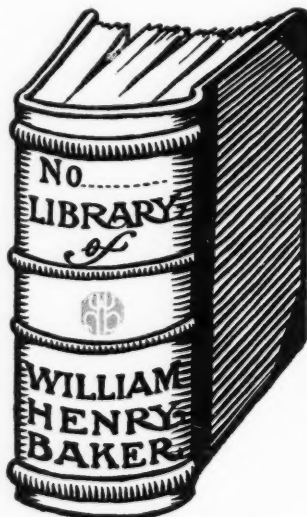
JOHN T. BORUM, Onancock, Virginia.—The sentiments expressed in your letter anent one-color printing in black are to the point. Many fine examples of printing have been done in black only. Nevertheless, we do insist that on many classes of work the second color adds much, especially because jobs so printed command greater attention. Color effects, if rightly combined, in printed matter often increase the advertising value many times. Your letter-heads are quite pleasing, because of their simple and orderly arrangement. The folder for the Accomack Banking Company would be better if the lines on the title-page were centered, and if "of," used here in the sense of a conjunction between the name of the firm and its location, was considered necessary, the two groups of the page should have been combined. A group standing alone beginning with "of," as "of Parksley and Bloxom, Virginia," is practically meaningless and suggests that something might be missing.

M. E. MILLER, Fairmont, West Virginia.—All your specimens are metropolitan in appearance, that is, in so far as the good grade of metropolitan work is concerned. In some cases the pressman appears to have been a little miserly with his ink,

the second of the two main display lines. A full line is not necessary here. It is an example of an error all too often made. To letter-space one line, so that the letter-spacing is apparent, in order to make that line the same length as some longer line, defeats the purpose for which it was intended—improved appearance—for the tone of the two lines varies to such an extent as to overbalance the advantage of a squared group. Why should not the second

examples of the typographer's art, and no fault can be found with them. We see in them a suggestion, the adaptation of which should enable other printers to materially increase their business when the next holiday season arrives. Almost any business man, it seems, would welcome the suggestion that he use special stationery such as you have sent us during the holiday season. Surely recipients of letters on stationery so printed will feel the spirit of good will which prompts the sender to use such stationery. We believe that if any printer will get up a few samples and canvass his potential customers he will experience no difficulty in making it pay. By printing all the jobs thus secured in succession, the printer could save the cost of wash-up either for his customer or himself. In order to give our readers a little more definite idea as to the character and style of these designs, we are reproducing on another page a letter-head of like character, executed by Claude W. Harmony, of Sapulpa, Oklahoma. Try it next December.

J. A. WEBSTER, Cleveland, Ohio.—The specimens of printing done by students under your direction at East Technical High School are of high order. Some of the Christmas poems, on cards, composed and printed by young lady pupils, would put many journeymen printers to shame, that one by Adelaide Lennie being, in our opinion, the best. Miss Ehler's card would be better if smaller type had been used, and if it had been set in narrower measure so as to allow larger margins. The lines are too widely spaced, and yet, because of the large size of the type and the small margins, there is an effect of congestion. The heading of the poem, "The House by the Side of the Road," is not good. In the first place, the color is too weak for a heading set so little larger than the text. The periods at the end of the first line constitute an interruption. The word "Side" should be begun by a capital just the same as the other important words in the heading. The calendar is



Interesting book-plate, designed and engraved by The Eclipse Engraving and Electrotype Company, Cleveland, Ohio. (See following page.)

excellent. Taken all in all, the work is of such a grade as to warrant our assumption that the students are directed by capable instructors.

THE PUBLIC PRINTING COMPANY, Clinton, Illinois.—A house-organ is issued to set forth the advantages of ordering printing from the printer issuing it. It should be well executed and quality should characterize every detail of its execution. Our first impression of your organ is that it is cheaply gotten up. We refer particularly to the grade of stock used, and especially to that for the inside pages.

The linotype slugs are imperfectly cast and present in many places throughout the appearance of worn, battered and broken type. The inside pages, and the cover as well, are poorly printed, the distribution of ink being faulty. Both the green and the red used on the cover are too dark, and too weak in color. A brighter red and a snappier green would have made the cover much more interesting and inviting. The effect of the work as a whole is commonplace and not at all in line with what a house-organ should be if it is to obtain to the right degree the object for which it was intended. If you are limited to a certain sum of money in the production of this little paper we would suggest a smaller page-size, or a fewer number of pages, so that a better grade of stock could be used and a distinctive hand-lettered cover-design provided to add character.

DEXTER FOLDER COMPANY, New York city.—The catalogue for your folder No. 189 is a handsome one, effectively designed, well composed and admirably printed. The size of the pages, 8½ by 11 inches, permitted the use of large illustrations and a readable size of type. Too many advertisers attempt economy by the use of illustrations that are too small to adequately show their product, and type so small as to make reading somewhat of a task. This sort of economy is extravagance. The container for loose-leaf catalogue leaves is an interesting one, a new idea in button fasteners being utilized thereon. The design on the front outside surface is, in a general way, a forceful one, especially in conception, but we can not see why the gentleman in the foreground should have that wild, white eye. Edward H. Acoll, Jr., advertising manager for the manufacturers of Dexter folders, advises us that he will be very glad to forward a copy of this handsome catalogue to any printer who will write for it on his business stationery. We are quite sure a postage stamp and a little time could not be invested more profitably than by accepting his offer.

H. L. HILDEBRAND, San Pedro, California.—“Only an apprentice,” you say? The specimens, nevertheless, are as good as many journeymen do. Some of the business cards are exceptionally neat. The line of Copperplate Gothic on the Modern Laundry and Dye Works Company card is so large that its extended

shape is quite pronounced and its lack of harmony with the main display line, set in Cheltenham Bold Condensed, is made readily apparent. Look closely at these two lines, now—they do not appear well together, do they? It is best, of course, to set a given design in one style of type, emphasis being obtained by contrast in size; but, if this is not possible, by all means see that all the type-faces used are of the same shape. When extended type is very small, in fact small enough that its extended shape is not pronounced, it may be

and the design is therefore overbalanced at the left. Outside the consideration of balance, the appearance would be better if the amount of white at the right balanced equally that at the left. The type crowds the border at the bottom too closely, considering the larger marginal spaces at the sides. We do not like to see extended type in a narrow panel, as on your card for the E. B. Scott Printing Company. Avoid such combinations.

ROCHESTER SHOP SCHOOL, Rochester, New York.—The specimens sent us are all of very

high quality, more especially as regards composition. In general format the menu and program for the dinner to John Houston Finley is a beautiful piece of work. The cover is dainty and dignified, and illustrates effectively the advisability of using small type on work of this character. The page is 6½ by 9½ inches in size, and the words of the title, “To President John Houston Finley,” are set in twelve-point capitals and small capitals on two lines, and printed in gold. The lines are placed properly at the point of vertical balance. The monogram of the school is blind-embossed below the lines. The design could hardly be improved upon. We would suggest that others of our readers follow this example and practice restraint in the selection of type-sizes, especially on work such as this where the demand is, first of all, for something pleasing and artistic. The menu and program pages are simply set, no borders being used, and nothing in the way of decoration appears on these pages except a small acorn ornament, eight points in size, which is used as a cut-off between heading and text. The greeting is not a fit companion for the other excellent pages. Set wholly in eight-point capitals of Caslon Old Style, it is not easily read and, in such wide measure, the border is crowded too closely at top and bottom as compared to the large amount of white space at the bottom of the page. This copy should have been set in lower-case, and in a narrower measure, so that the white space inside the border would be more uniformly distributed. The display in any item of advertising printing should not be so nearly the same size as on the dodger for the Boy Scouts’ Clean-up Week. Your package-label, printed in blue and orange on strong blue stock, is very effective, as, in fact, are most designs which are set in Chaucer Text. Presswork on the copy sent us is very poor. *The Right Angle* is excellent in every way.

HARRY W. LEGGETT, Ottawa, Ontario.—The book, “The Yukon Territory,” is a fine piece of work from a typographical standpoint. The presswork on the half-tones is not up to the standard of design and format. This is due, no doubt, as you say, to the use of an inferior grade of paper, rather than to lack of intelligence and care on the part of the pressman. The hand-lettered cover, designed by you, is a handsome one, the colors being well chosen

Book Plates



C L E V E L A N D 1 9 1 6

Title-page of handsome booklet showing many book-plate designs. By Eclipse Engraving and Electrotype Company, Cleveland, Ohio.

used with narrower faces in large sizes. In this case the lines at the top of the card are not too large, but anything larger would be. You use too dark a shade of red. Orange-red is much more pleasing with black than reds of a scarlet or carmine shade. We do not admire that style of arrangement in which the top and bottom rules of a panel extend beyond the side rules, as in the Christmas poem. The poem is not optically centered, horizontally, in the panel, the space from border to beginning of lines at the left being equal to the space from rule at right to the end of the longest line of the poem. The fact that there are so many short lines in the poem causes the white space at the right to overbalance that at the left,

in their relation to the color of the stock. We would prefer to see the leaf ornaments, used as cut-offs between the two display features, hang downward, as is most natural. They seem out of place as placed horizontally. The type-face used on the inside pages is a beautiful one and harmonizes perfectly with the Bodoni initials used in combination. Again, we compliment you on the quality of your work.

THE SENTINEL PRESS, Morrison, Illinois.—The specimens sent us are all very satisfactorily composed, but lose in effectiveness because of the antiquated styles of type used and the fact that some of them are so badly worn that good work can not be done with them. Type-faces become out-of-date just the same as styles in wearing apparel. If you should see a lady walking down the street wearing clothes such as were worn in 1885, you would, without doubt, laugh. While we would not want to say that people really laugh in derision when they see jobs of printing done with old-fashioned type-faces, we insist that a comparison of the styles of type used twenty years ago with those in use to-day will show that the present styles are much more pleasing. We note that you do not appear to understand the application of the principle of proportion as applied to typographic design. As an illustration, we call your attention to the title-page of the little four-page folder executed for The First Presbyterian Church. The matter on this page is broken up into wide groups which are in direct contrast to the shape of the page and are spread over the page almost equal spaces apart. The proper handling of such pages is to gather the matter into the fewest possible number of groups, and to make these groups of the same general proportions as the page on which they are printed.

The Belgrade Tribune, Belgrade, Minnesota.—The check for the State Bank of Belgrade would be better if a small size of a more legible letter had been used for the main display line. The decorative letter occupies too much space and, large as it is, is no more prominent than a smaller size of a plainer style. The use of a smaller letter would relieve the congestion, especially at the top. The effect of crowding is very noticeable and quite displeasing here. Probably the best color of ink to use on the russet stock would be a deep yellow-brown, if the most pleasing artistic effect was desired. If a more striking effect was desired, purple would be a good selection. If the design was to be a letter-head, we are quite sure brown would give most satisfactory results, for there, dignity is desirable.

THEODORE T. MOORE, Fowler, Indiana.—The cover-design for the Purdue Apple Show is effectively composed and could not, in our opinion, have been better handled with type and utilities of fixed proportions. We do not believe the design is broken up for color in the most effective way. You have printed the word "Purdue" in red and the other two main-display words, "Apple Show," in black.

It is our contention that "Apple Show" is of greater importance than "Purdue" and should have been printed in red instead. You have printed "Lafayette, Indiana" and "Farmers' Week" in red, and the date-line, "January 9 to 12, 1917," in black. We would have printed the place and date in red, and the line, "Farmers' Week," in black. The items in red would then read, "Apple Show, Lafayette, Indiana,

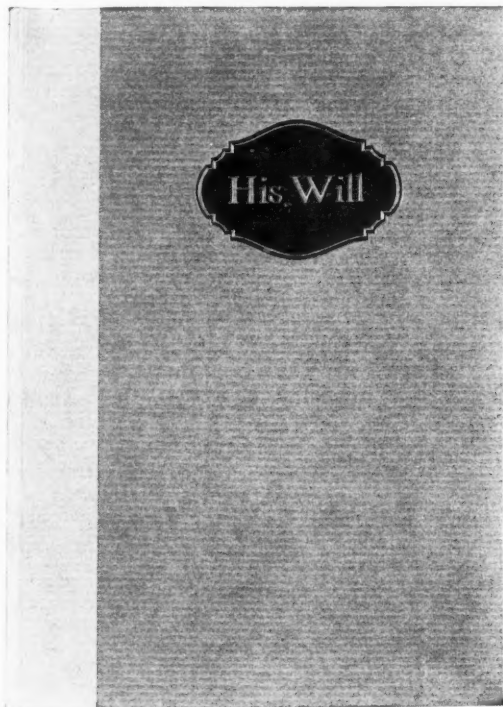
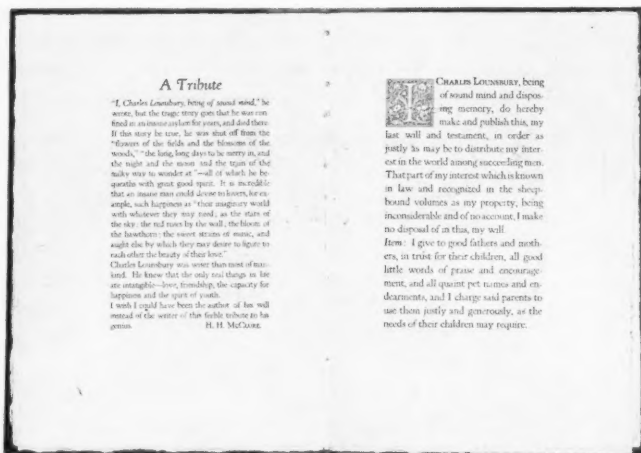
being carried, and that ink is of a poor grade. Impression is too weak. The cover and title pages, printed from the same design, except that on the title-page the border was taken out, are not well composed. Unimportant items are set in larger type than necessary, causing the type to fill the design and effecting a poor distribution of white space. Compression is made easier when, on pages of this

character, the type-matter is massed in a minimum number of groups with a pleasing and proportionate amount of white space between.

WILLIAM EDWIN RUDGE, New York city.—When we receive a package from you it is opened eagerly, for we know whatever is enclosed is of exceptional merit. We were not disappointed in the package which arrived a day or so before Christmas, for we found therein one of the handsomest of the many handsome brochures we have had the pleasure to look over since we have occupied the critic's desk on THE INLAND PRINTER. The subject, "His Will," the famous will of Charles Lounsbury, who, it is said, wrote it while an inmate of an insane asylum, is

an admirable subject for holiday greetings. It is beautifully written. It is, as stated on the introductory page of the book, incredible that an insane man could devise to lovers, for example, such happiness as "their imaginary world with whatever they may need; as the stars of the sky; the red roses by the wall; the bloom of the hawthorn; the sweet strains of music, and aught else by which they may desire to figure to each other the beauty of their love." The introduction further states: "Charles Lounsbury was wiser than most of mankind. He knew that the only real things in life are intangible—love, friendship, the capacity for happiness and the spirit of youth." Mr. Rudge has produced with this will as copy a beautiful brochure, printed throughout on heavy hand-made paper, bound in boards, covered with olive and buff hand-made stock, as illustrated by the lower reproduction on this page. The cover-design is stamped with gold leaf, the letters showing through in the color of the stock. The inside pages, printed from large sizes of Kennerly, widely spaced, are readable and present a pleasing appearance at the same time. The large margins, as shown by the upper reproduction of two inside pages, add still more to the pleasing appearance of the work. It is admirably printed. The reproductions are rather poor, but we feel that they emphasize the remarks here made and make possible for our readers a clearer conception of the work and how it was handled.

JAMES, KERNS & ABBOTT COMPANY, Portland, Oregon.—More Business for December is very pleasing from the standpoint of typography. The lines of capitals under the heading on the first inside page are crowded. One-point leads between these lines would add much to the appearance of the page. The red is too weak in tone for the green, especially when used for printing the running-heads.



Two inside pages and cover of one of the finest brochures we have ever seen. Designed and printed by William Edwin Rudge, New York city, who specializes in fine work. For complete description, read review which appears on this page.

January 9 to 12, 1917." Do you agree or disagree? We feel you will agree.

DAVID F. WEEKS, Skillman, New Jersey.—The inside pages of your Nineteenth Annual Report are well set, but we note that the top margins are larger than the bottom margins, contrary to accepted standards and in violation of the principle of vertical balance. Press-work is rather poor, however, too little ink

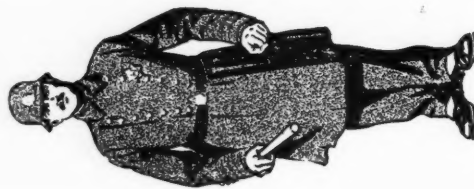
Benjamin Sherbow

A FEW OF HIS
TYPOGRAPHIC DESIGNS



THE INLAND PRINTER
CHICAGO, ILLINOIS

The Man in Gray



THIS MAN in his gray uniform stands for more than the service of any single watchman.

He represents an organization built up and developed by more than forty years'

The Man in Gray

experience in the detection of trouble and the prevention of crime.

He is part of an extensive and complete system for the protection of life and property.

His movements are controlled and constantly supervised by a company whose only business is to render faithfully the service for which you pay and to which you are entitled.

These men are ready for patrol duty in residential and business sections or for service in stores, banks, office buildings and other public places.

WE can also furnish uniformed or plain clothes men for special duty at country estates, weddings, receptions, public balls, conventions, etc., and bond them if desired.

Let us give you further particulars about this branch of our business.

The Man in Gray

HOLMES

Electric

Protective Company

26 Cortlandt Street, New York

Telephone Cortlandt 10

and ask for COMMERCIAL DEPARTMENT

12 Operating Central Offices:

26 Cortlandt Street	426 West 58th Street
518 Broadway	26 East 59th Street
34 East 14th Street	48 East 79th Street
18 West 27th Street	112 West 89th Street
16 East 33rd Street	129 West 125th Street
66 West 39th Street	81 Willoughby St., Brooklyn

THESE CENTRAL OFFICES might be termed private police stations maintained and operated by the Holmes Electric Protective Company. Each one protects the property of the subscribers in its district.

Going—
going—
but not gone!



Two of our men caught him just as he was about to pack up everything in the house worth taking.

Things were in fine shape for a good haul. The burglar entered through the

Benjamin Sherbow

Consulting Specialist in TYPE-USE

50 Union Square
NEW YORK

DEBTOR TO

Benjamin Sherbow

50 UNION SQUARE
NEW YORK

This bill is NET

JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Christmas Greetings Received.

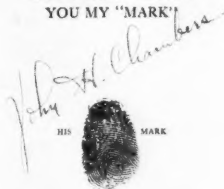


ACH year at Christmas time THE INLAND PRINTER receives hundreds of beautifully printed sentiments from its friends and readers over the world which gladden the hearts of every one connected with the organization. This is true not only because of the sentiments expressed, but, also, being printers, because in the great majority of cases these folders and cards are models of the typographer's art. Not wishing to be selfish, we propose to share these good things with our readers, who should find them rich in suggestion, not alone for the arrangement of holiday printing but for general jobwork as well. We have selected those for reproduction which will give the widest range of style, and have refrained from showing many others, equally good, because of the fact that the same style is represented in some other reproduction.

When Christmas time comes around again it might be a good plan for readers to refer to this number of THE INLAND PRINTER, if ideas are slow in coming to the fore, for ideas to suit their own needs. Greetings were received from the following:

Conrad Lutz & Sons Printery, Burlington, Iowa; The Northern Engraving Company, Canton, Ohio; James Austin Murray, Chicago, Illinois; The Queen City Printing Ink Company, Minneapolis, Minnesota; George W. King & Son, Worcester, Massachusetts; The Efficiency Press, Incorporated, New York city; Chicago Carton Company, Chicago, Illinois; Robert Rawsthorne Engraving Company, Pittsburgh,

AS ON THE NEW YEAR
WE'RE ABOUT TO EM-
BARK, WITH ALL MY
GOOD WISHES I SEND
YOU MY "MARK"

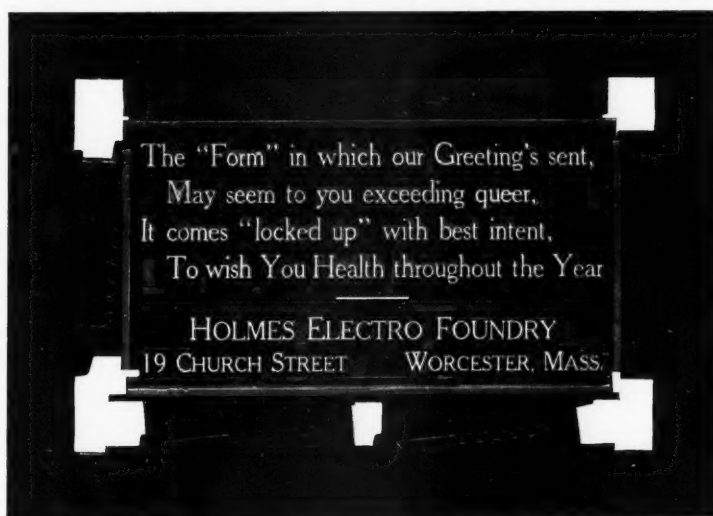


CHRISTMAS, 1917

From John H. Chambers,
Dayton, Ohio.

Pennsylvania; VanRensselaer Pavey, New York city; The Marchbanks Press, New York city; The Dexter Folder Company, New York city; *The Waupun Leader*, Waupun, Wisconsin; Smith-Grievies Typesetting Company, Kansas City, Missouri; Alpena Printing Studio, Alpena, Michigan; D. VanNostrand Company, New York city; Mr. and Mrs. W. F. Caldwell, Piqua, Ohio; Mr. and Mrs. Levi L. Smith, Bonner Springs, Kansas; The Paper Mills Company, Chicago, Illinois; Oklahoma Printing Company, Guthrie, Oklahoma; Holmes Electro Foundry, Worcester, Massachusetts; Martin Printing Company, Clinton, Missouri; *The Montebello News*, Montebello, California; The Western Union Telegraph Company, Chicago, Illinois; The Morrill Press, Fulton, New York; R. P. Latta & Company, Vancouver, British Columbia; The Globe Engraving and Electrotype Company, Chicago, Illinois; *The Baltimore News*, Baltimore, Maryland; John F. Glover, Morgantown, West Virginia; *The Macon Beacon*, Macon, Missouri; C. B. Oswalt, Mount Union, Pennsylvania; Monarch Printing Company, Cumberland, Maryland; Watson Jones, Incorporated, San Diego, California; The Buffalo Graphic Arts Association, Buffalo, New York; Taylor &

Taylor, San Francisco, California; The King Quality Press, Franklinville, New York; George Wooler Clark, Berea, Kentucky; Thomas E. Abbott, Riverside, California; The McGhee Printing Company, Bristol, Tennessee; William Hanselman, Toledo, Ohio; Louis W. Werner, New York city; Cap. Lick, Fort Smith, Arkansas; Mr. and Mrs. Joseph Keating, Liberty, Indiana; Frank T. Meggett Company, Eau Claire, Wisconsin; The Quality



A novel Christmas-greeting card, designed for an electrotyper by The Davis Press, Worcester, Massachusetts.

Press, Dayton, Ohio; Pittsburgh Photo-Engraving Company, Pittsburgh, Pennsylvania; W. Edward Dowdy, Norfolk, Virginia; Magarge & Green Company, Philadelphia, Pennsylvania; O. W. Jaquish, Junior, New York city;

Printing and Binding Company, Sherbrooke, Canada; Persis and Charles S. Newman, Rochester, New York; Townner Printing Company, Bellingham, Washington; Arvilla and Arthur Cole, Narberth, Pennsylvania; Morris



TICKLED TO DEATH
TO WISH YOU A MERRY CHRISTMAS
PRINTER HAIGH

1916

One can depend upon something different when it comes from Fred Haigh, Toledo, Ohio.

Warner, Typographer, Webster, South Dakota; Hico Printing Company, Hico, Texas; The Paragon Press, Montgomery, Alabama; Clarence McComas, Yukon, Oklahoma; Edward and Hilda Miller, Philadelphia, Pennsylvania; Mr. and Mrs. Frank Calure; Stewart-Scott Printing Company, St. Louis, Missouri; Axel Edwin Sahlin, East Aurora, New York; District of Columbia Paper Manufacturing Company, Washington, District of Columbia; Walter Wallick, Champaign, Illinois; Platt Young, New York city; *Weekly Advertiser*, Royersford, Pennsylvania; Worcester Boys Trade School, Worcester, Massachusetts; The Daily Chronicle Press, Orange, New Jersey; M. M. Shellhouse, Liberty, Indiana; Syracuse Smelting Works, Brooklyn, New York; The Clover Press, New York city; Biggers, the Printer, and Family, Houston, Texas; Elmer W. Wagner, Topeka, Kansas; Western States Envelope Company, Milwaukee, Wisconsin; E. P. Archibald, Boston, Massachusetts; Channing Barnes, Chicago, Illinois; The Page



*O may the NEW
YEAR be a happy
one to you, happy to
many more, whose
happiness depends
on you, so may each
year be happier than
the last.* [DICKENS
The Christmas Carol]

DAVID SILVE
January 1st
1917

From David Silve, Marchbanks Press, New York city.

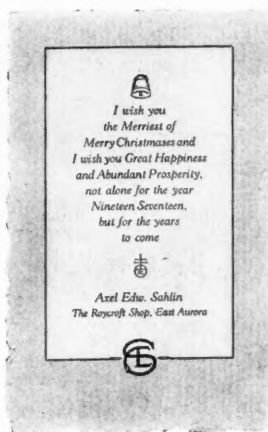
Reiss, New York city; Mr. and Mrs. J. Migliorato, West New York, New Jersey; The Davis Press, Worcester, Massachusetts; James H. Birch, Junior, Burlington, New Jersey; The Heintzemann Press, Boston, Massachusetts; Frank B. McCurdy Company, Houston, Texas; The Associated Artists, Philadelphia, Pennsylvania; Will and Helen Ransom, Chicago, Illinois; Mr. and Mrs. J. C. Morrison, Morris, Minnesota; Ernest B. Fiedler, Raspeburg, Maryland; Mr. and Mrs. Ralph T. Bishop, Edmonton, Alberta; Mr. and Mrs. Norman P. Eby, Fresno, California; Ellsworth Geist, Pittsburgh, Pennsylvania; William J. Wayland, Lynchburg, Pennsylvania; Old Man Simons, the Insurance Agent, Kansas City, Missouri; A. B. McCallister, Los Angeles, California; Stebbins-Eby Press, Fresno, California; Kincaid High School, Kincaid, Kansas; Charles Edward Peabody, Ottawa, Ontario; John H. Chambers, Dayton, Ohio; Clifton Sanford Wady, San Francisco, California; *The Western Star*, Curling, Newfoundland; R. Lisle Young, Grand Rapids,



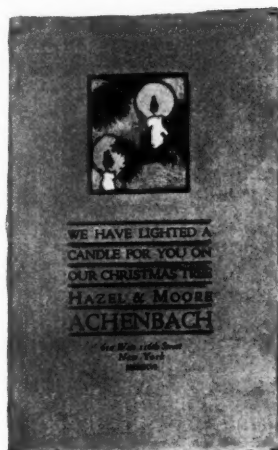
TO BRING YOU THE
COMPLIMENTS OF THIS SEASON
and TO WISH YOU
GOOD CHEER and GOOD FORTUNE
for the NEW YEAR.

The Morrill Press
Fulton, New York

From The Morrill Press,
Fulton, New York.



From Axel Edw. Sahlin,
East Aurora, New York.



From M. S. Achenbach,
New York city.



From The Paragon Press,
Montgomery, Alabama.

Michigan; George I. Smith, Dolgeville, New York; Mr. and Mrs. Walter B. Gress, Chicago, Illinois; R. M. McArthur, Chicago, Illinois; Modern Die and Plate Press Manufacturing Company, Belleville, Illinois; Fred Haigh, Toledo, Ohio; Mr. and Mrs. William C. Magee, Philadelphia, Pennsylvania; Mr. and Mrs. H. Emmett Green, El Dorado, Kansas; Charles Eneu Johnson & Company, St. Louis, Missouri; Leo Cashion, Glens Falls, New York; Gus Vogel, New York city; The Miami Printing Company, Miami, Florida; R. A. Fertig, Pottsville, Pennsylvania; Van R. Pavey, Philadelphia, Pennsylvania; B. Walter Radcliffe, Macon, Georgia; J. Herbert Armiga, Annapolis, Maryland; Aime H. Cote, Springfield, Massachusetts; Lafayette Doerty, Findlay, Ohio; Printing Department, Carnegie Institute of Technology, Pittsburgh, Pennsylvania; Jay Glenn Holman, Urbana, Illinois; W. H. Hohenadel, Rochelle, Illinois; The Whitaker Paper Company, Cincinnati, Ohio; G. T. Cross, Lufkin, Texas; Mr. and Mrs. H. W. Leggett, Ottawa, Ontario, Canada; The Biltmore Hotel, New York city;

M. Widtman Printing Company, Utica, New York; Linn D. MacDonnold, Syracuse, New York; M. S. Achenbach, New York city; Department of Industrial Journalism, Kansas Agricultural College, Manhattan, Kansas; Philip

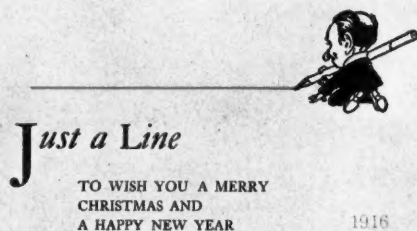
L. Dewitt, Rockford, Illinois; John Edward Mansfield, Chattanooga, Tennessee; Shemin-Harris Company, New York city; The M. C. Lilly Company, Columbus, Ohio; Joseph E. Stevenson, Pittsburgh, Pennsylvania; Ben Wiley, Charleston, Illinois; Mr. and Mrs. George L. Schuessler, Chicago, Illinois; The Franklin Type & Printing Company, Lima, Ohio; L. W. Osborne, Ironwood, Michigan; Fox Type-writer Company, Grand Rapids, Michigan; David Silve, New York city; The Lammers-Shilling Company, Chicago, Illinois; *The Evening Bulletin*, Philadelphia, Pennsylvania; Mr. and Mrs. Daniel Buckley, San Francisco, California; The Chicago Typothetae School of Printing, Chicago, Illinois; Joseph A. Weis, Springfield, Illinois; Wagoner Printing Company, Galesburg, Illinois; Charles MacLeonhardt, Richmond, Indiana; The Denver & Rio

E. P.
ARCHIBALD

wishes you

A new note in Christmas greetings. Pages of folder from E. P. Archibald, Boston, Massachusetts.

would give him
some good big
orders for
PAPER
during
1917



Card from William Hanselman, Toledo, Ohio.



From Magarge & Green Company, Philadelphia, Pennsylvania.

Wishing You A Merry Christmas & A Happy New Year

First page of folder by Howard Van Seiver, Norfolk, Virginia. On third page the following appeared: "To you, my fellow craftsman, I wish success for the New Year, and the joy which comes through achieving it."

Grande Railroad, Denver, Colorado; Crescent Engraving Company, Kalamazoo, Michigan; The Government Printer Staff, Nukualofa, Tonga, South Africa; William F. Burmester, Jr., Pittsburgh, Pennsylvania; Elsbeck Manufacturing Company, Turners Falls, Massachusetts; Peerless Engraving & Colortype Company, Chicago, Illinois; Hubert S. Foster, Chicago, Illinois; Boys' Vocational School, Newark, New Jersey; The Paper House of New England, Springfield, Massachusetts; The Alling & Cory Company, Pittsburgh, Pennsylvania; Leon H. Roberts, Toledo, Ohio; Royal Electrotype Company, Philadelphia, Pennsylvania; Howard Van Seiver, Norfolk, Virginia; William Edwin Rudge, New York city; Charles S. Morrison, Detroit, Michigan; Fred W. Mayer and Fred W. Jaeger, Toledo, Ohio; Mr. and Mrs. Percy G. Green, Toowoomba, Queensland; Louis Helwig & Company, Chicago, Illinois; E. Hubert Ginn, "Ginnprint," Fort Wayne, Indiana; Sperry Flour Company, Stockton, California; Gerald and June Walker, Stockton, California; E. H. Stuart, Pittsburgh, Pennsylvania; B. B. Boyd, Fort Smith, Arkansas; Harold Goldsbrough, Hastings, New Zealand; Horace Carr, Cleveland, Ohio; Wade Darragh Killen, Hillsboro, Oregon; Allied Printing Trades Council, Milwaukee, Wisconsin; Henry Joseph Keim, Meadville, Pennsylvania; Wardwell, Printer-man, Portland, Maine; Mr. and Mrs. Ralph W.

Polk, Lincoln, Nebraska; J. W. Clement Company, Buffalo, New York; Charles Gaa, Springfield, Illinois; C. H. Dexter & Sons, Incorporated, Windsor Locks, Connecticut; David J. Gildea, Jersey City, New Jersey; Clyde Morgan, Rockford, Illinois; Edwards & Deutsch Lithographing Company, Chicago, Illinois; George Seton Thompson Company, Chicago, Illinois; The Art Engraving & Colortype Company, Cleveland, Ohio.



here's hoping it's
full of good news
for you



The Marchbanks Press
114 E. 13th St., New York

8

An original greeting of a sort few but the Marchbanks Press, New York city, can create.

Calendars.

THE INLAND PRINTER is grateful to the following firms for handsome calendars:

Thomas Todd Company, Boston, Massachusetts; The American Laundry Machinery Company, Cincinnati, Ohio; Eilert Printing Company, New York city; Stettiner Brothers, printers, New York city; Sullivan Printing Works Company, Cincinnati, Ohio; Cross Paper Feeder Company, Boston, Massachusetts; Crane & Company, papermakers, Dalton, Massachusetts; The Gerlach-Barklow Company, calendar makers, Joliet, Illinois; Hesse Envelope and Lithographing Company, St. Louis, Missouri; *The Hanna Herald*, Hanna, Alberta; Waggoner Printing Company, Galesburg, Illinois; The Stone Printing and Manufacturing Company, Roanoke, Virginia; Grit Publishing Company, Williamsport, Pennsylvania; Champion Coated Paper Company, Hamilton, Ohio.



MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Adjusting Bushing Becomes Loose.

A North Dakota publisher writes: "On our Model 5 the knurled screw on the left side of vise works loose occasionally, causing an overhang to appear on our slugs. Can not find a way of tightening it."

Answer.—There is a set-screw for the wedge-adjusting bushing in the bracket. You should have no trouble finding it.

Beware of the "Fixer."

Don't trust your linotype repairs to "any old machinist" who promises to save you money, says a recent issue of *The Linotype Bulletin*. Send the part needing attention to the Linotype factory at Brooklyn, New York, where special machinery and expert workmen are employed to make it as nearly equal to new as possible. The best workmanship is always the cheapest in the end, for it insures a larger output from your linotype.

Line-Delivery Slide Fails to Return Full Distance.

An Illinois operator writes: "On our Model 8 the line delivery slide fails to come back full distance to lock. It will catch on first notch possibly two or three times in succession and then perhaps it will come back full distance again for a while. I feel certain that the cam-roller arm has not slipped. What else might cause this trouble?"

Answer.—The working loose of the screw in the delivery-slide bar to which the slide link is attached will cause the trouble to which you refer. This screw can be tightened from the rear of the line-delivery slide when it has moved about one-half its full distance to the left. We do not know of any other cause for its erratic action.

Trouble with Spacebands Dropping.

A Wisconsin operator writes: "I have had some trouble with spacebands which act in this manner: A word had been set and every matrix was in the elevator, properly assembled. Then the spaceband lever was touched without touching any other keys. The spaceband swung out and struck on top of the matrices, lodging there. This evidently would not have happened had everything been in proper order. The adjustable lower end of left-hand plate of spaceband chute is bent to the left an almost imperceptible distance. The part of chute-spring that spacebands might strike is about one-sixteenth inch to the right of perpendicular from left surface of right-hand plate of chute."

Answer.—You may be able to improve matters by bending the lower end of the chute plate toward the right, thus directing the lower end of the spacebands with more certainty between the back and front parts of the chute. You may bend the chute plate so as to barely allow the spaceband to pass, and after trying it for a while you may find

it necessary to slightly increase the opening. If the machine is not standing level on the floor the trouble may also arise. Make tests to determine condition.

Matrices Catch on Upper Edge of Assembler-Entrance Cover.

An Illinois operator writes: "On our Model K I have trouble with lower-case matrices catching on the upper edge of the metal plate that covers the assembler entrance. It appears that the lower front ear of the matrix catches at that place soon after leaving the magazine. Have examined the matrix and can see no cause for it. This trouble has persisted for some time."

Answer.—It is possible the metal cover has been bent inwardly near its upper end since it was applied to the machine. This probably occurred at some time when removing the lower magazine. You can remedy the trouble by pressing upward on the plate so as to increase the space between its lower end and the top of the assembler glass. This operation increases the space between the upper edge of the cover and the edge of the assembler guides. You will not be troubled further with matrices catching at that point.

Distributor-Box Trouble.

F. J. Prochaska, publisher of *The Gazette News*, Park River, North Dakota, writes as follows: "I was interested in reading the articles in the December issue of THE INLAND PRINTER on distributor-box trouble and its various remedies. As I have encountered this form of trouble also—or probably another form of it—my experience may be of interest to others. The thin matrices would get caught by the distributor screws when only partially lifted from the lower rail, with the result that they would get jammed against the lower inner-rail stop and get ears badly bent. I found, however, that the trouble was entirely due to the matrix-lifter. The shoulder of the matrix-lifter collects metallic dust and dirt very rapidly, no matter how clean the matrices may be. When a deposit had formed on the shoulder the thin end matrices—like periods, commas and hyphens—would occasionally jam. As this would never occur with the heavy matrices, I set about to discover the cause. The thin matrix on the end of an assembled line when transferred to the distributing box, I found, travels slightly inclined, as if air-cushioned at the bottom, due to friction in sliding on the bar with the lower end unretarded. This is characteristic of all thin matrices. When the thin matrices approach the rail-stop at the upward stroke of the matrix-lifter, and before the shifter has straightened them, a slight rebound will occur when they come loosely against the lifter, with the result that the lifter will slip, leaving the matrix midway to the top rail. This is the case

when the matrix-lifter is dirty. When it is clean it will perform its function properly even when the connection is extremely close. As every line varies in length, due to the number of spacebands and variable justification, the matrices necessarily reach the matrix-lifter at different periods in its cycle of movement. If the lifter is at the ascending stage when the matrices have just been shifted in position for distribution and the shoulder of the lifter is barely below the bottom of the matrix, it is apparent how necessary it is to have it free from dirt in order to get instant contact and perform its duty properly. After

larly and keep all the gas passages open. Have also taken out the sand in the fitter tube, but it did not appear to be dirty except that it was discolored black; have packed it in tight and have left it loose without success or any difference. Have filtered the gasoline through chamois skin, but could not see any improvement. Would appreciate very much if you would advise me, as I am puzzled. A Standard Oil Company agent, while delivering gasoline, saw me filtering gasoline through chamois skin and said it is dangerous to do so. He said chamois skin will emit electric sparks like many other substances and the gaso-



JOY WITH TRANQUILLITY.

Photograph by George A. Alsop, Chicago, Illinois.
All rights reserved.

this experience the lifter is getting daily attention, with the result that all trouble of this nature has been entirely banished."

Trouble with Gasoline Burner.

A Nebraska operator writes: "I have had considerable trouble with the gasoline burner on a Model 5 linotype. The main trouble is when lighting up after the fire has been out over Sunday. After the gas has been generated and is being lighted it will pop and the fire will flash down into the gas tube and continue burning that way or pop out entirely. I have discovered that in raising the gas tube until the fire burns yellow to some extent it will work better, but will pop occasionally, and I am never sure but what it will go out over night, which it has done a couple of times. In lowering the tube until it burns a pretty blue flame it will pop out with an explosive sound. It works better a day or two after lighting. Have also discovered that in opening the gas valve until I get a bigger flame than what is needed it works better, and in closing it or turning the fire down it pops out. I clean the burner regu-

larly and keep all the gas passages open. Would be pleased to have your opinion on this."

Answer.—In the case you mention, we would first fill the needle-valve drip and then cut off the fluid. Light the gasoline in the drip, and when the flame dies out turn on the gasoline slowly and apply light to the burner immediately. If you allow too much time to elapse, the gas generated will fill cap and tube, and when lighted the explosions will cause back-firing. Watch the action of the flame, which should not be disturbed by drafts of air. If the adjustable draft tube is too high, lower it a trifle and make further observations. Continue lowering tube until the back-firing of the flame has stopped. Give it a good trial in this position. Be certain that the burner caps and tubes are free from carbon and that all gas outlets are open. We were not aware that chamois skin emitted static discharges. If of sufficient intensity, such discharges will ignite the vapor of gasoline. Some individuals are capable of igniting common illuminating gas with a static discharge from the end of their finger. In such a case,

it would be advisable for such a person to touch a metal pipe before handling a large vessel of gasoline, in order to avoid the risk of explosion. Common white or colored cotton waste will remove water from gasoline quite as well as chamois skin.

A State of Washington operator writes: "We have a gasoline burner and have trouble with its burning a white flame. It is fed from a gravity tank, has a filter and coil of pipe. What are the causes of white flame?"

Answer.—A white flame usually is caused by imperfect combustion or lack of proper outlet for the escaping gas from the burner. You should clean burner free from soot. See that tubes are free from adhering carbon and that outlets are open. Do not permit a too copious flow of gasoline. Open valve slowly and allow only enough fluid to give a proper blue flame. Do not alter position of draft tube, as mentioned above, unless other means of correcting trouble fail.

Trimming-Knives Slip.

A central Illinois operator writes: "By following your instructions regarding the extra play on my mold-disk, we have overcome the trouble, and thank you for helping us out of this difficulty. I have of late been having trouble with the knife-block. Never having had any trouble setting the knives before, this difficulty seems peculiar to me. I am enclosing two slugs, one of which you will find very close to accurate at both ends, it being one of the first slugs made after setting the knives. The other slug is taken from the general run of stuff and varies considerably. Invariably it seems that, no matter how accurate the knives are set, the left-hand side of the slug will gradually trim more than the right-hand."

Answer.—From a measurement of the slugs it appears that the right knife has slipped. As the cause is more or less obscure, will suggest that you make several tests to enable you to find the cause of the slipping. The first step is to firmly tighten the knife-banking screws. Then cast a line at least 20 ems in length, using capital matrices only. After a galley of matter is set, cast another similar slug for test measuring. Repeat after each galley and mark the test slugs in rotation as cast. In writing you should state the model of machine to which you refer.

To Correct Play in Mold-Disk.

A central Illinois operator writes: "I am enclosing herewith a liner which you will find ruined, apparently through ejection of the slug. I have been trying to locate this trouble for some time but without much success. My machine is a Model 8, number 15,901, and has no adjustment on vise-closing and mold-turning cam that will take up extra play caused through wear. The adjustment I refer to is an extra cam-shoe, part number C-813, which allows extra play to be taken in when the machine is standing at normal position. Will you let me know at your earliest convenience if it is necessary for me to secure part number F-724 (mold-turning bevel pinion), or is there any adjustment on the machine which will overcome the difficulty, and which so far I have been unable to locate."

Answer.—The liner appears to have been damaged when the ejector was drawn into the mold-cell, by hand, rather than when the disk advanced on the locking-stud, for in the latter position there is ample clearance between the heel of liner and the upper blade of the ejector. If there is sufficient play between the cam and the facing on the mold-turning bevel pinion to permit the mold-cell to misalign with the blades of the ejector, the trouble may be corrected without applying any new part. Proceed as follows: When

the cams are at normal position, push back the stopping and starting lever and back the cams a sufficient distance to advance the mold-disk on the locking-studs. Remove the shield covering the mold-turning bevel pinion, and then take out the pinion. Take off the facing that touches the cam when in this position. Under this facing place a one-point piece of brass rule, or more if needed. Return the facing to position, and put on the mold-turning bevel pinion with the facing against the cam. If you have used the proper amount of brass under the facing, it will cause the surface to join closely with the cam, which will prevent lost motion when the mold-disk is at normal position. Having added a shim beneath the facing on the block, you may have to reduce the pressure of the facing against the cam-shoe. To do this, turn out on the screws that hold the shoe back of the long segment, and then turn out the bushings, for it is against this shoe the facing will have contact when the mold-disk stops at normal position just before it advances on the locking-studs preparatory to the ejecting of the slug. The foregoing should remedy your trouble. On machines now being constructed there is a special shoe attached to the cam just forward of the short segment. This shoe may be adjusted by its bushings so it always causes the mold-cell and ejector-blades to align properly.

Distributor Trouble.

An Iowa operator-machinist writes, in part, as follows: "The principal trouble we are having is with our Model K's. The matrices clog in the entrance. About the only way I can get them to run is to use graphite in the entrance, but I would like to make the proper adjustments and so do away with the graphite. The boxes work all right, but when the matrices leave the rail they give trouble."

Answer.—It is quite likely that you can remedy the trouble without changes of adjustment. We would suggest that you make observations as you raise and lower the magazines a few times, and each change you make notice how the lower channel plate of the magazine aligns with the bottom plate of the magazine entrance. It sometimes happens, when changing the position of the magazines downward, that the back end of the magazines do not align with the plate of the magazine entrance; usually the former remains a trifle above the entrance plate, causing the matrices to catch as they cross the joint between the two parts. To prevent this trouble, you should oil the slideways of the frame in the rear on both sides, and have the parts move with the minimum of friction. It is also a good plan, when lowering the magazine, to pull down on the back end after moving the handle back. Another source of trouble is the bruised condition of the back edge of the magazine channel plates. You should examine these places and remove all burs of metal that may be found. These bruises are due to the careless manner of closing entrance. The next time you have a blockade of matrices in any channel remove all of the matrices, being particular that you keep the first matrix in the channel separate from the rest. Bruised toes on a matrix might be the cause of the trouble. In testing, take the contents of a channel of matrices and run them in repeatedly, observing, when a blockade occurs, the cause of the stoppage of the first matrix entering. In this manner the cause will be ascertained and you can then apply the remedy.

UP TO ALL CLAIMS.

"Well, Peleg, how do you find the encyclopedia the feller left on approval?"

"Seems to be all right. Ain't no errors in it so fur as I kin see." — *Louisville Courier-Journal.*



O little feet! that such long
years
Must wander on through
hopes and fears,
Must ache and bleed be-
neath your load;
I, nearer to the wayside inn,
Where toil shall cease and
rest begin,
Am weary thinking of
your road!



O little hearts! that throb
and beat,
With such impatient, fever-
ish heat,
Such limitless and strong
desires;
Mine that so long has glowed
and burned,
With passions into ashes
turned,
Now covers and conceals
its fires.

—Longfellow



COST AND METHOD

BY BERNARD DANIELS.

Copy and Cost.

Few printers realize how much the character of the copy furnished the compositor and the machine operator affects the price of the job and the cost per hour in the composing-room.

It is quite the usual thing to send the copy up just as it comes from the customer and make a few memoranda on the margins or on the job-ticket as to how the job is to be set or the style that is to be followed, and as a result there is a fine crop of alterations and changes that not only increase the cost, but provide a basis for disputed bills and delayed payments.

All copy should be carefully prepared and laid out before going to the composing-room, and no copy should be accepted from the customer that is not typewritten or plainly drawn out.

This would work no hardship on the buyer, as practically every modern business house has a typewriter or easy access to one, and the few who do not are very poor prospects for the printer.

In fact, we should go further than this and say that no copy should be given to the workmen that has not been properly prepared and laid out so that there can be no doubt as to the type to be used in setting it and the effect that is desired in the finished job.

If printers generally followed this method there would be a lower cost for composing-room hours and more productive ones. There is no one thing that will do more to discourage a job-compositor and reduce the effectiveness of his work than to be given copy that is difficult to decipher and not prepared to suit the job. He simply can not do his best, no matter how hard he may try.

Cheap Electrotypes.

A few days ago we heard a printer, who has been in the business long enough to know a great deal better, disputing with his electrotypist about the cost of electrotypes and demanding that he make a cheaper grade of plates so that the printer could control a certain line of trade that seemed to be slipping away from him. Finally the electrotypist came back at him and offered a very low price if the printer would send in forms set from new type and so locked up that they did not require any handling before molding, which, of course, the printer would not promise to do.

Our readers are familiar with the electrotyping process and know that the heat of the backing-metal has a tendency to warp the shell and make the plate uneven, though the type in the form were perfectly level and all new, and that to overcome this the operations known as finishing is required and sometimes takes considerable time. They also know that custom has demanded that the electrotypist make a flat rate per inch for his finished work and that the prices are really low at the present time.

If the electrotypist charged each printer with the actual cost of his particular job there would be more kicking than there is at present.

The precise facts are that a printer can not afford to have anything but the best electrotypes that can be made if he really wants to get a low production-cost in his plant. Just stop and think over some job that has been run in your plant from both type and electros, and if you have the records look them up and see how much longer it took to make ready the electros than the type-form. Now think how much worse this would have been if the electros had been poor.

The Curtis Publishing Company, Philadelphia, insists on the best electrotypes that can be made for its publications and the make-ready receives the most painstaking care, with the result that after a run of over two hundred and fifty thousand a plate will show hardly any wear and will be ready for use on a reprint. Compare this with results in an ordinary printing-plant, where the electros are usually worn out before the half of that number has been run.

There is only one way to cheapen electrotypes, and that is to give a thinner shell and cut down the amount of finishing done on the plate. And there is only one result in the pressroom from cheap electrotypes, and that is extra make-ready and rapid wear. We recall one instance in which the buyer of a catalogue decided to buy his own electrotypes and the printer was foolish enough to let him do it. The edition was a large one, and the printer was to receive a new plate for each one that was worn out during the run and make the change on press without extra charge. He thought he had a good thing and was less careful with his make-ready than he would have been had he been paying for the electros, with the result that there was a change of one or more plates every day and the total time lost patching up the make-ready amounted to more than he had originally figured on paying for the plates and make-ready.

Naturally, there was a dispute with the customer over the number of plates used and the quality of the resultant job, with general recrimination between printer, customer and electrotypist.

In actual figures that job cost for extra plates and make-ready an amount equal to two and a half times the amount the estimator had figured for electrotypes and make-ready, though the customer had bulldozed the electrotypist into selling the plates at a cent an inch cheaper than the printer expected to pay for them.

Cheap electrotypes do not pay even if the job is only to be run once and the electros are only bought to double up and reduce presswork. Watch your make-ready time, and you will see that it is the big leak in the pressroom and can be reduced by proper preparation of forms and well-finished electros.

This system may be combined with a minimum and maximum system by which a minimum is fixed of the

amount that shall be kept in stock, and when that minimum is reached the office must be notified to order more. This keeps tab on the stock and also keeps the office in touch. In carrying out this system it is usual to fix an amount to be ordered of each item, that is, the maximum to be ordered for stock. By this means the stock is kept within reasonable limits, yet not allowed to run down to the point where ordinary orders can not be promptly filled.

The diagrams accompanying this article show two blanks for a perpetual inventory, one for the plant account and the other for the stockroom. Both are the result of experiment and experience in this work, and will prove efficient. You need them both.

Samples and Specimens.

The observant printer might have learned an important lesson from the stores in which he bought his Christmas gifts this season, for to a larger extent than ever before they seemed to be selling by sample. How often was heard the remark from the sales person: "I will send you a nice fresh one from the stockroom; this sample has been handled."

But it is when we go among the wholesale dealers that we learn the true value of the sample and the method of showing it. They have their special samples and sample-rooms. Many goods are like printing in the fact that they are usually sold by sample before the actual goods that are to be delivered are manufactured; but printing is unlike any other kind of goods in the fact that the samples that must of necessity be shown merely represent the goods to be delivered in a general way and are not at all actual samples of the real goods.

One of the great difficulties of showing samples of printing is that it is difficult to get the customers to come to the printer's sample-room and allow him to show his wares to the best advantage, and few printers seem to realize that there is a best way to show samples to a prospective buyer.

A printing salesman starts out to hunt for business and carries with him a miscellaneous supply of samples which he shows indiscriminately to any one whom he can interest sufficiently to examine them, and here is one of his big mistakes. In making up this lot of samples he will pick out all the nicest jobs the house has done, with plenty of color and embossing, and place them in his portfolio without regard to their application to any particular business or customer—a mistake fatal to securing the best results.

As a printer must sell by sample, he should have those samples in such condition that they may be readily shown to the customer and so arranged that only those applicable to that customer's business will be seen by him. This is not so hard as it sounds.

First of all, samples and specimens of stock should be arranged in neat portfolios in a cabinet that will appeal to the customer and give him an impression that the samples themselves have some value. This cabinet should be so arranged that all samples applicable to a certain line of business can be brought out together without showing any confusing samples that would be inappropriate. They should be in a shape that may be handled by both buyer and seller without undue risk of damage, while easily seen and compared.

The best way to do this is to provide the cabinet with a drawer for each business to which you desire to cater, and in that drawer have a series of portfolios for each line of work generally used by it and one for unclassifiable items. For instance, there would be a drawer for the hardware and similar trades which demand strong display and plain,

distinct type for most of their work and for which delicate faces would be inappropriate. In this would be a portfolio for cards, another for letter and note heads, one for bill-heads and statements, and one for delivery-slips, requisitions, etc., and others covering the entire line of printing used by that business.

A similar drawer for the millinery and fancy goods trades would naturally contain much more ornamental and delicately designed samples and be classified differently.

In making up these samples it would be necessary to have several samples of some jobs that were applicable to various businesses, so that the set for each line should be as complete as possible.

Now, when the customer comes in, you show him only the kind of printing that he should have and do not have the trouble of fishing all over a big lot of miscellaneous stuff to find it; it is in presentable condition when he sees it and attracts him. Time is saved and the sale easily made because the customer's mind is not distracted by a lot of pretty things that he admires and would like to use if he only could, but knows that it would be unwise to buy. If he only wants cards suitable to the real-estate business, you take out the portfolio showing professional cards and turn to the page showing the card you think he ought to buy, and he sees it with others of similar character and places his order for one of them or suggests the slight changes he may need.

The salesman, too, can use the same arrangement in his private collection of samples or can carry one of the house portfolios when working a certain line of trade. He will, or should, know on whom he is going to call when he starts out from the office and can carry only those items that he expects to sell. Or, he can arrange all his calls for that morning or afternoon so that he visits only one line of trade and carries the complete samples for that line.

Such a sample arrangement will make business for the printer and be in line with modern efficiency methods as a time and labor saver, besides being a future business-producer through the better impression on the buyer.

Stopping the Leak.

In spite of the enormous increase in the amount of printed matter needed to carry out modern business transactions and advertising, and the wonderful new facilities for producing this necessity, we find that the great majority of job-printers are still using in their composing-rooms the primitive methods of the inventors of the art, and set and distribute the type as though it were the only way. Why are we so non-progressive?

This is one of the big reasons why the printing business is so far down in the list of profit-producers. The printer is so badly handicapped by his method of taking care of his supposed tools that he loses a large percentage of what ought to be profit-producing time. This tremendous expense called "distribution" has been accepted as inevitable and has for years eaten up the profits of the composing-room. But there is relief at hand; there is an emancipation in sight.

The natural solution of the problem is, of course, to stop distribution and throw all used type into the hell-box; but because the printer and the typesetter have taken the wrong point of view and treated type as tools to be made as good as possible and used as long as possible, the adoption of the non-distribution idea has been delayed until forced to the front by the makers of composing-machines.

The slug-line casting machines showed the printer that distribution was not a necessity in the bookroom or the

news plant. This was the first step in the right direction, though but a short one. It, however, taught the printer that so far as plain straight matter was concerned there really was no necessity for distribution.

Then followed numerous inventions of typesetting machines for automatically producing type at a cost that would permit of its being dumped after one use, notably the Wicks machine in England, the product of which was used by the *London Times* for a while.

But the complete solution of the problem was not found until the invention of the monotype with its single-letter casting and composition, and the competition among the other inventors brought out methods of casting type for hand composition in such quantities and faces as would be needed at a cost which admitted of once using and then dumping into the melting-pot.

At present there are several more or less meritorious typesetting machines for use in the printing-plant, and the question of non-distribution has become a live issue for every growing job-printer in the land, who has up to now been in slavery to that relic of the primitive days of the art — distribution.

What is non-distribution?

The supplying to the compositor an abundance of new material for every job and the dumping into the hell-box or melting-pot of every job as soon as printed, unless there is reason to suppose it will be needed for a repeat order, thus doing away altogether with that nightmare of the business — "dis."

To-day non-distribution is not only possible but profitable, as is shown by the fact that many newspapers have adopted it for their advertising departments and that some of the more aggressive job-printers and book-printers are installing it in their plants.

How much will it save?

That depends upon how much business you are doing; but you can get an idea from the fact that distribution takes about 20 per cent of the total time paid for in the composing-room, and this would all be turned into salable productive time by cutting out the distribution. But that is not the only saving, because under the non-distribution plan the compositor would always have full cases to work from and therefore work faster; he would not have to run around hunting sorts, another saving; he would not pick live jobs and thus create the risk of error and spoilage, to say nothing of the time required to replace the "picked" sorts. These items amount to fully 5 per cent of the time in an ordinary composing-room.

So we may say that a plant installing the complete non-distribution system can save 25 per cent of the total time, which, added to the usual 60 to 65 per cent productive, will give 85 to 90 per cent salable hours.

Do you realize what this means to you?

The last composite cost statement issued by the United Typothetæ and Franklin Clubs of America showed that, on a basis of 59 per cent productive, hand composition cost \$1.53 per hour. If the distribution had been eliminated it might have been 85 to 90 per cent and the hour-cost would have been greatly reduced.

Yes, the new type costs something, according to whether you buy it from the typefounder, from your neighbor, or make it yourself. If the latter, and you have an up-to-date type and rule casting outfit, the cost will be low enough to allow you a better profit than you have ever made out of your composing-room.

But even if you did not make a single cent in the composing-room by installing non-distribution—something

it seems impossible to think of — you would make a big profit because having your forms all set in new type would save from 20 to 25 per cent of the make-ready in the pressroom, besides giving you better work.

No matter how you look at it, non-distribution seems to be the one great advance in composing-room practice for the twentieth century. That it will be almost universally adopted by the live, wide-awake printers goes without saying, but it is the first in the field who will reap the big harvest of profit before prices are forced down to meet new conditions; but we hope never again so near the danger line as now.

Should Proofreading Be Charged?

There has always been a difference of opinion among printers as to the desirability of charging proofreading as a productive item, and the difficulty of doing so has led the American Cost Commission to class it among those items that go to make up non-productive time in the composing-room.

But there are occasions when it seems that there should be a very considerable charge for proofreading, and yet the printer hesitates to make it because he feels that he is charging twice for the same work when he carries the whole charge of proofreading to the department overhead and also charges part of it to the job that has required an excessive amount of such service.

Proofreading is generally looked upon as a necessary evil that will always be with us, but there should be a more equitable method of charging it, or rather of proportioning it, to the right jobs. Of course it would be too much to expect to keep track of the time required to read each of the numerous jobs that make up the daily work of the reader who handles the proofs of the job composing-room, but surely something can be done to make sure that the technical catalogue and booklet, and the circular in a foreign language which necessarily receives an extra amount of time and care, shall be charged with their just due in this respect.

One reader suggests that such jobs be charged with the time they take — in fact, his suggestion is that "Each job requiring more than ten minutes for proofreading shall be charged with the actual time and a record kept the same as other time records are kept in the composing-room, and that the balance of the time be charged to the general department account."

This seems reasonable and not too difficult to carry out. It would possibly result in the timed jobs again getting a slight percentage of the unaccounted-for proof time that was distributed over the productive hour-cost, but the only change in the make-up of the cost-system reports would be the increase in the number of productive hours coming from the composing-room. This would be easily handled, as it would require no special changes in any of the blanks, except possibly the daily time-ticket used by the proofreaders, and in our opinion even this is not necessary.

As a measure of justice to the customer and to the proofroom, we think the matter worthy of consideration and would like to hear from any one who is using this or a similar system for placing this cost where it rightly belongs.

CAN YOU BEAT IT?

A western publisher says: "We had been of the opinion that we had raised the price of this paper, but by comparing it with the prices of food necessities we find it is lower than before. Last year we charged two bushels of potatoes for a year's subscription to *The Enterprise*, and this year we get only one bushel."

COST ACCOUNTING THE MACHINERY OF INFORMATION.*

BY EDWARD N. HURLEY.



BUSINESS really lacks the machinery for furnishing adequate information, and without adequate information business can not proceed intelligently. The question which confronted the Federal Trade Commission was, what is the remedy? I felt that just as most differences are due to vague information, so most economic differences are

due to conflicting data and insufficient facts.

The Federal Trade Commission realized the seriousness of the situation and began its work at the foundation. It recognized that the basis for any industry is a solid foundation of fact, and that to build any structure successfully the foundation must be laid below the frost line.

We are a new country, and a few years ago we did not have the keen competition at home that we now have and the necessity for watching the new details of our business was not required. But, gentlemen, the days for "happy-go-lucky" business methods are past. We now have keen competition in our home markets, and we must realize that we are going to have even keener competition in the markets of the world. We must face conditions as they exist.

It is recognized that a business man must be concerned not only with the efficiency of his own business, but with the efficiency of his competitor's business, and realize that unhealthiness anywhere in his industry will react seriously on him.

It is a fact well understood among business men that the general demoralization in a large number of industries has been caused by firms who cut prices not knowing what their goods actually cost to manufacture.

The cost of selling, which is equally important, is often almost wholly lost sight of.

Are the officers of the companies and firms who are cutting prices right and left, irrespective of their cost, fair to their customers, stockholders or competitors?

Quality and service are becoming greater factors in the field of merchandising. Long after the price of a product is forgotten the quality is remembered.

The man who does not know his true costs is the man who prices his goods foolishly and thereby impairs the business of his sound competitors at the same time that he ruins his own. Too low price-making based on guesswork or on partial cost is a menace to sound business.

Please understand me, the menace is not in underselling, for a business concern must expect to face the low prices that are due to efficiency. But even the most efficient concern is not always able to meet cut-throat prices based on ignorance.

The fact that hundreds of industries are at the present time without adequate information led me to urge upon the Federal Trade Commission the importance of a comprehensive campaign of education in cost accounting. Before we could obtain the data which we needed so badly in the consideration of business problems, American industry had to have the machinery by which it could furnish the information which we desired. It seemed to me that our business problems were being approached from the wrong end. For example, in the past year \$380,000 has been spent by the Federal Trade Commission upon economic investigation and legal proceedings for the adjust-

ment of trade disputes, and only the small sum of \$10,000 was spent in the cost-accounting campaign. For twenty years the same method has been employed by the Government to try to find out the facts. The many special investigations which have been made have, of course, been helpful, particularly to those industries to which reform in cost accounting was brought home. But it seemed to me that too much attention had been given to particular cases which happened, for the time, to confront Congress or the Department of Justice, and too little attention had been given to the broad fundamental problem of the method of obtaining facts which, if solved by the installation of adequate cost-accounting systems in our factories, would remove many of the difficulties arising between competitors in business and between Government and business.

The Federal Trade Commission has urged upon business men the importance of installing adequate cost-accounting systems. We have sent out to the business men of the country, both manufacturers and retail merchants, approximately 350,000 cost-accounting pamphlets, and thousands of letters have been received in reply, commending the Commission for this work. We have, through our expert accountants, cooperated with trade associations which are endeavoring to work out uniform and adequate cost-accounting systems for their entire industry. If we receive the appropriation from Congress which I believe the importance of this work warrants, it is our purpose to divide the country into zones and to place in each zone a number of cost-accounting experts whose duty it shall be to educate business men, through their trade associations, in better methods of keeping their books and working out their costs of production. It is not our intention to urge any particular method. Each particular industry must work out its own plan, and in its own way. When the manufacturers in a given industry, however, have found a system that is uniform and satisfactory to them, and this system is presented to the Federal Trade Commission, the Commission will consider the plan carefully and if it is sound will approve it as the standard system for that particular industry.

Supplemental to our cost-accounting work, we have asked the Institute of Public Accountants to draw up a set of rules and regulations which will govern the making out of certified statements as well as guide all accountants and auditors in the making up of balance sheets. Our hope is to reach some uniform basis for the handling of depreciation and other items, so that balance sheets upon which bankers base their credit risks will be sound and reveal the true state of the business upon which they are based. It has developed that, even in the case of reports made by certified public accountants, the reported values of assets are frequently misleading, because depreciations have not been properly allowed for, and no statement made in the report from which the bank, using it as a basis of credit, can form any correct idea of the value of the plant as a going concern, or its value as an asset in case of the failure of the owner.

It is also proposed that a registry of public accountants be established by the Federal Reserve Board and rules made governing the admission of accountants to registry and the withdrawal of permission to use the registry number in any case in which the accountant to whom that number has been assigned is guilty of negligence, fraud, or violation of the regulations. It is not intended that an accountant receiving permission to use the registry number shall be required to perform all of his work in accordance with established regulations, or to use the number in

* Excerpts from an address by Edward N. Hurley, chairman of the Federal Trade Commission, delivered before the Commercial Club of Chicago on January 13, 1917.

connection with every report made by him of an audit or examination; but it is intended that whenever he does affix his registry number it will be only with the statement appended that the examination or audit, in that particular case, was made in strict accordance with the regulations. Under these circumstances an accountant would be entirely at liberty to make an examination in whatever way he might consider necessary, and cover whatever ground his employer might wish him to cover, or give in connection with the work a certificate containing any qualifications he might see fit to embody; but he could not affix his United States registry number unless the examination or audit has complied in every respect with the requirements provided for in the Government regulations.

I predict that within five years there will be very little money loaned by any banker in the United States to any merchant or manufacturer who does not present a statement showing detailed information not only regarding his true assets and liabilities, but also indicating that he is conducting his business in an efficient manner and that he absolutely knows his true costs.

With an adequate cost-accounting system in the industries of this country, the gathering of information would be made comparatively easy and the task of Government in its solution of public problems would be greatly simplified. Cost accounting would also be of great benefit to industry itself, and anything which makes industry more intelligent and efficient ultimately benefits the public as a whole. A good business man is a more vital asset to a community than a poor one. He employs capital and labor, and increases substantially the wealth of the community. In asking business men to better their business methods, the Federal Trade Commission believes that it is doing a substantial public service. . . .

When the Federal Trade Commission was organized, we were appealed to by many groups of business men who were eager to have the Trade Commission endorse the plan of having industries controlling the great natural resources such as coal and lumber organized into cartels or combinations under the supervision of the Federal Government. They had in mind the system of cartels now quite common in Germany.

Seventeen or eighteen years ago, when Germany allowed her manufacturers to combine in cartels, the manufacturers who joined the respective groups were requested to present their balance sheets. It is stated that ninety-five per cent of the balance sheets which were submitted were practically perfect. It was evident that the participating companies were conducted efficiently, and that they knew how to run their business. The Government permitted the organization of cartels for the purpose of meeting economic conditions which were regarded beyond the control of individual business men, and which it was thought could be met effectively by coöperative effort.

If American business men to-day had full knowledge of the cost of manufacturing and of selling, and if they had in general their system of production and distribution worked out as efficiently as have German manufacturers and merchants, we would have a basis upon which to consider the desirability of organizing cartels in industries controlling our natural resources; we would have something concrete with which to go before a congressional committee in asking legislation that would be helpful. But when, as it is estimated, ninety per cent of our manufacturers do not know their true costs, we certainly are in no position to take the progressive step which German industry has already taken. While the Commission is anxious

to do all that it possibly can to assist business, we do not feel that we could recommend any legislation looking toward the establishment of cartels, even in those industries controlling our natural resources, until such time as American business has improved its business methods.

There is no question that when competition fails to regulate, the Government should step in and lend its assistance in helping business out of difficulty. I am, therefore, in sympathy with the referendum of the Chamber of Commerce of the U. S. A., which recommends "that there should be remedial legislation to permit coöperative agreements under Federal supervision in those industries which involve primary natural resources." But where business men can not present true balance sheets, they certainly can not expect the Government to allow them to get together. You, gentlemen, will appreciate the fact that if a group of manufacturers, say one hundred, representing a given industry, show a condition where only ten per cent of the firms in that industry know their costs and if they were to come to the Government and ask for permission to form a combination or cartel, I am sure that there is not a man here, if he were in a Government position, who would not refuse to give such permission. It is obvious that it would mean permitting ninety per cent of an industry who are admittedly inefficient to control and dominate the industry. If cartels were permitted under such conditions, employees would not develop into efficient men, and the communities in which the plants were located would in the long run pay the price which would result from an industry controlled and dominated by inefficiency. Before we are ready to combine in this country, we must first learn to coöperate in elementary and fundamental matters, such as cost accounting, standardization, and the like. These are things that are in line with sound business, and they are of sufficient importance to occupy the manufacturers and merchants of this country for a number of years. If our business men know their true costs, and if they have an intelligent grasp of business methods, competition will be fairer, and we will get better prices — prices based on efficiency.

ANNUAL ELECTION BEN FRANKLIN CLUB OF CINCINNATI.

The members of the Ben Franklin Club of Cincinnati, Ohio, held a spirited election at their regular monthly meeting, on the evening of December 28, resulting in the following being chosen to guide the work of the organization for the coming year: A. J. Braunwart, president; W. J. Berg, vice-president; C. H. Barr, recording secretary; Allen Collier, treasurer. Directors: C. Lee Downey, H. J. Blumenthal, L. K. Oppenheimer.

A substantial buffet supper was served at 6:30, after which the regular meeting was called to order by President Downey. During the course of the meeting, C. S. Clark, retiring manager of the Cincinnati branch of the Western Newspaper Union, was presented with a handsome traveling-kit as a token of appreciation for his generous and loyal support of the work of the organization during his residence in the city. An elegant traveling-bag was presented to Mr. Downey, the retiring president, in appreciation of his services to the club during his term of office.

A NEW ECONOMY.

"He was always trying to save himself trouble."

"And did he succeed?"

"Yes. He has saved up a whole lot more than he can take care of." — *Washington Star*.

Written for THE INLAND PRINTER.

PRINTERS IN THE NAVY.

BY OUR REPRESENTATIVE.



THE opinion is held by a great many people that service in the navy of the United States unfits a man for the ordinary vocations. This erroneous opinion is probably responsible for the difficulty the naval department experiences in obtaining men to man the big dreadnoughts built and building. The facts contradict, at least to a degree, this false impression. Many enlisted men in the navy, some ranking as petty officers, are enabled to learn trades, and those who already are masters of a trade are given the opportunity to work at that trade. The boys are taught electrical engineering, mechanical engineering, telegraphy, and a dozen other trades which are a part of the navy education and which are necessary to the operation of the navy, among which, and by no means of least importance, is printing. Every ship of any size has its little printing-plant, where much of the printing essential to the systematic and efficient operation of the big boat is done, and often a ship's paper is published for the men.

Perhaps the most pretentious printing-plant in the navy is that operated by The Navy Publicity Bureau, the purpose of which is to accelerate enlistments. This plant is located on the ninth floor of the Finck Building, 318 West Thirty-ninth street, New York city. Here all the posters, circulars, pamphlets, and other printed matter, advertising the advantages of service in the navy, are printed. The Navy Publicity Bureau also comes to the assistance of the landsmen and does much promotional work for that branch of the service.

The object of the publicity matter emanating from this Bureau is the enlightenment of citizens of the United States, generally, on life in the navy. Primarily, the object is to secure men for the navy. Publicity is also obtained through newspaper advertising, bill-posting and sign-painting by contract with civilian companies, and through bill-posting by enlisted men. The Bureau also uses slides thrown on the screen between reels at

moving-picture shows, and maintains exhibits throughout the country of torpedoes, models of fighting craft, and other objects utilized by the navy.

An idea as to the size of this plant is easily gained from the information that the equipment, outside type and the smaller essentials, is made up of one cylinder press, three job presses, one of which is strong enough for embossing, a large cutting-machine, stitcher, folder, typesetting-machine and a saw-trimmer. Thirty-six men of the navy are employed in the printing-plant under the direction of Commander Robert K. Crank. These men receive pay ranging from fifty to ninety dollars a month, and, in addition to this, an allowance for subsistence which permits

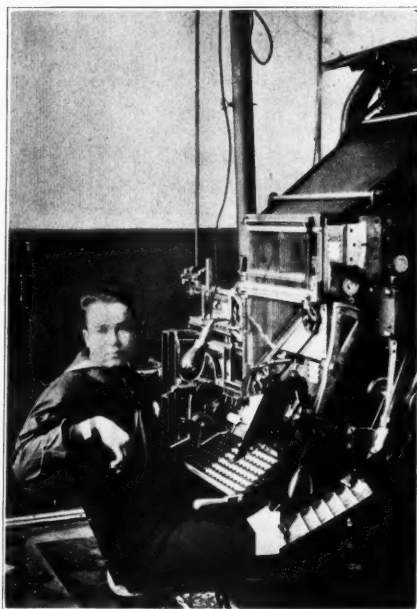
them to live with their families in or near the city.

It is interesting to note that while some of these men had experience at the trade before enlistment in the navy, the greater number have been trained since entering the service of the Government. The men detailed to service in The Navy Publicity Bureau must have served at least eight years in the navy before being assigned to that service. They remain at the Bureau for a period of two years and then go to sea again, allowing some other ambitious tradesman to enjoy the advantages and privileges work in that department and in the city affords.

To prove that the men here employed are as efficient, and, in some cases, more so than the average tradesman, an interesting experience is told of the installation of the plant's cylinder press in the department. The press in question is made up of 2,800 pieces, and, upon receipt, each part had to be unpacked and washed before being assembled. The press was set up and placed in running condition in four and one-half days, and the expert from the factory stated that he had never seen the job done in less time. The men had never seen that particular kind of press before, which makes the stunt all the more remarkable, but their training in the navy had taught them the principles of machinery and enabled them to grasp the instructions easily and intelligently. When the press was taken down, moved to a higher floor and reassembled in three days, the expert sat bolt upright. THE INLAND PRINTER is not engaged in the service of promoting enlistments in the navy, but



Part of the Force of Navy Printers Operating the Plant of The Navy Publicity Bureau.



J. B. Watt, Machinist-Operator in the Plant of The Navy Publicity Bureau.

Mr. Watt is a former student of The Inland Printer Technical School, and the illustrations on this and the following page are shown through his courtesy.

it appears that this is an effective answer to those who say that when a man is through in the navy he can not adapt himself to the ordinary life of the average tradesman, through inability to follow his trade or line of business.

Another achievement of this navy printing-plant was the execution of a booklet entitled "Enlistment, Instruction, Pay and Advancement in the United States Navy." This booklet was produced complete, with the single exception of the engravings.

Conditions in the plant are pleasant and, we are told by one of the men employed therein, that it would be diffi-



View of a Portion of the Composing-Room.
The Navy Publicity Bureau, New York city.

cult to find a happier aggregation of workmen than these thirty-six young men detailed to the Bureau. They report at nine o'clock sharp every morning except Sunday, and quit at five o'clock in the afternoon unless, perhaps, work must be left unfinished which should be done. This is not considered a hardship, however, and generally it is one of the men who suggests that it should be done.

The sailor-printers do not have to lose their sea-legs during their two years' service in the Bureau. The tall steel building has the same slight motion that a heavy battleship takes on when traveling in calm water, and the pounding of the presses simulates the throbbing of the huge ship's engines. The men can, with a slight stretch of the imagination, imagine that they are at sea, which is pleasing to them.

We are showing on this and the preceding page illustrations of personalities and equipment which give a very good idea as to the character of the plant and the men who operate it. For these we are indebted to J. B. Watt, machinist-operator, who is shown at his machine.

HE USED THE CREDIT BUREAU.

Mr. Hank Sluggs, the printer, was looking over the job records for the day. Suddenly he called to the new bookkeeper:

"Did you give Sloum & Beat credit?"

"Sure," said the bookkeeper, "I—"

"Didn't I tell you to get a report from the credit bureau on any and every firm not on our books asking for credit?"

"Why, I did!" retorted the bookkeeper, who was an earnest young fellow; "I did get a report. The secretary said they owed money to every printer in town, and, of course, if their credit was that good I knew that you would like to have them get some of their printing here, too."

— *The Salt Lake Leader.*

ST. LOUIS ADVERTISING MEN PREPARE FOR BIG CONVENTION IN JUNE.

Byron W. Orr, chairman of the Publications and Bulletins Committee, one of the busy committees of St. Louis advertising men which have been organized to prepare for the convention of the Associated Advertising Clubs of the World, to be held in the Missouri metropolis during the week of June 5, has sent out word that plans for the successful handling of the meeting are already under way.

On January 3, the convention board, which is made up of the chairmen of the twenty-five standing committees, held a meeting at St. Louis Ad.-Club headquarters. At this meeting plans were suggested and discussed for the entertainment of the visitors, and coworkers for the chairmen of the various committees were selected from the membership of the local club.

It has been stated by those in charge of the arrangements that between seven thousand and ten thousand ad-men will attend, and that a convention fund of \$80,000 will be required for the conduct of the meeting and the entertainment of the guests.

The two big features of the entertainment, in all probability, will be a pageant along commercial lines and a big, illuminated night parade similar to the parades given by the famous Veiled Prophets of St. Louis, which draw thousands of visitors to that city each fall.

A Ladies' Auxiliary to the St. Louis Ad.-Club was organized at a dinner and dance given on the evening of

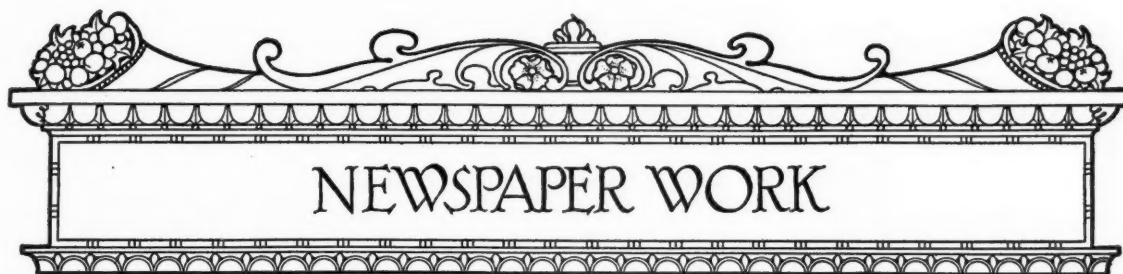


Another Corner of the Composing-Room.
Note up-to-date character of equipment.

January 16 to celebrate the house-warming of the new headquarters. Special interest is attached to the organization of the ladies, as it is planned, through the Auxiliary, to make convention week as attractive and interesting as possible to the visiting ladies.

H. E. Myers has been appointed general convention secretary and is already at work upon his part of the arrangements. Mr. Myers' experience at the Chicago convention two years ago has whetted his appetite for doing things in a big way. He is thoroughly inoculated with the "show me" and the "I will" spirits, emblematic of the forces which impel progress in the two great cities, and it is predicted that, with his leadership, the St. Louis convention will be the largest ever held in any city since the birth of the Advertising Clubs movement.

One of the interesting features of the convention will be an exhibition of old and quaint advertisements, which is being prepared by the Missouri Historical Society.



NEWSPAPER WORK

BY J. C. MORRISON.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

"The Buyers' Guide."

To encourage the small advertiser and to keep the large advertiser going steadily, start a "Buyers' Guide" department, made up of two-inch advertisements advertising specific bargains. The advertisements should be changed weekly. They will not produce much in the way of revenue directly, but, as stated before, they will develop an interest in advertising among non-advertisers, and they also will prevent the big advertiser from slumping off altogether.

Selling Position Advertisements a Mistake.

The advertising agencies are getting better than they used to be, but still many of them send out their orders calling for "top of column, next to pure reading-matter." Such contracts should always be returned for revision and changed to "run of paper," or an additional charge made for position.

But it is better for the country paper not to sell position at all, for advertising contracted for special position greatly interferes with a neat make-up, and when a paper has a goodly number of position contracts, the necessity of fulfilling them all becomes most distracting to the foreman, and the results are positively grotesque, little rivulets of reading-matter squirting out between the different advertisements.

Most agencies will readily revise a position contract on learning that a publisher does not sell position.

Advice to New Editors.

The editor of the Duluth (Minn.) *Evening Herald* recently indulged the penchant which we all have for advising the youth, and in an editorial of advice to the new editors of the State says in part:

"To the new editor we would say: Boost your town. Point out the good and commendable things in it. Point out errors, too, but at the same time point out a remedy; be a constructive critic, not a common knocker. Give the public a square deal and the public will see that you are able to work up a circulation that will itself draw the advertising.

"And have opinions — and print them. You may not be a marvel in the art of expression, but no man ever attained to the position you have without being capable of having ideas on some subjects, at least. Syndicate stuff in the editorial columns will only come back at you like a boomerang, for when other editors see that the opinions you print are not your own, but are being printed at the same time in a dozen or so other papers, they will be afraid to clip and quote your paper, lest they be giving credit where

it doesn't belong. It is *your* opinions your friends want — not those that some unknown is spreading broadcast.

"These aren't all the things that could be said to and for the new editors, but we'll let it go at that. And in the meanwhile, here's wishing good luck, courage and prosperity to the most valuable human assets the several communities can have — the editors of the local papers."

When to Buy a Composing-Machine.

The above query was recently propounded at an editorial gathering and brought out an animated discussion, with advice varying considerably with the experience and temperament of the several publishers. The publisher of even the smallest country weekly feels the need of a composing-machine at some times, and as every successful business is a growing business, the demand for a composing-machine becomes more and more insistent until it must be seriously considered. The answer is not easy, but as there are still many small publishers who have not purchased machines and probably more than ever before debating the question, the discussion may not be untimely. The cost of machine composition under the most favorable conditions is between 30 cents and 40 cents per thousand, and it is altogether probable than in many a country shop the cost is two or three times that amount. On the other hand, straight-matter composition is undoubtedly being done in many cases at 75 cents a thousand, and is thus cheaper than machine composition in the same plant would be.

But the cost of machine composition becomes materially less as the output increases, and at somewhere between thirty and forty hours' use per week the machine becomes more economical than the hand compositor. An accurate cost system will answer this question exactly for the inquiring publisher.

But progressive publishers are pretty well agreed that added equipment means added business — if the field be one capable of producing additional business — and for this reason a publisher may be justified in investing in a machine even when the present volume of business does not seem to justify the expenditure. A judicious consideration of prospective new business is, therefore, just as important as a comparison of costs; but right here it should be said that "composition for the trade" is not to be reckoned on. The average country shop will only lose money by attempting to compete with the established trade-composition houses. But the ability to handle a line of business attracts that business, and for that reason more business comes to the plant equipped to handle composition expeditiously.

A composing-machine costs about as much as all the

rest of the equipment in a country shop, yet the forward-looking publisher whose business is steadily growing will make no mistake by purchasing a machine; but the publisher whose sole idea is "save a girl's wages," or "save on plate," or "get out a big paper cheaply," had much better not buy a machine, for a machine means just that much more interest and depreciation to be charged, and interest and depreciation do not usually bother that kind of a publisher — until it puts him out of business.

Advertising Farm Sales.

Our advertising patronage is a good deal what we make it and develops along the lines that we encourage. Nothing illustrates this truth better than the fashions regarding

fashion. In one community, the farmers will have sale bills printed at \$3, and sometimes some one will run a 25-cent reader, but in general no one varies the fashion much; in another community the printer sets up the bill the size of a newspaper page, prints 100 bills and then runs that same bill in the paper, all for \$10 — and no farmer would think of advertising his sale except in just that way; in another community the fashion is to print several hundred bills, mail them out and then run a small advertisement in the paper, and only a new man in the community ever thinks of varying that style; in another community, cards about the size of postals, or larger, containing the complete list and other data, are very popular; and in some communities the farmers have been educated



Where the "Custer County Republican," of Broken Bow, Nebraska, Is Published
by James K. Hewitt.

Photograph by Addis Photo Company.

advertising farm sales that prevail in different communities. These fashions are just what the local publisher dictates or consents to their being.

Farm sales are usually advertised by one or all of three methods: sale bills, posted or mailed to prospective customers; small cards or postals, handed out or mailed to customers, and reader or display advertisements. If left entirely to his own devices, the average farmer will order about \$3 worth of sale bills for a \$2,000 sale and then regret his extravagance, while, if properly taught, he will spend \$10 to \$25 in advertising and be glad of it. As publishers, it is more to our interest to encourage the use of display space, and steady work along that line will surely bring the desired change. One Iowa publisher writes: "We are selling bills less and less, as the farmer sees the greater results from advertising space. Am enclosing one of our advertisements, 40 inches, for which we get \$15.50 per insertion — 39 cents an inch — and it certainly delivers the goods." Another Iowa publisher writes that last fall and winter his paper carried thirty auction advertisements, and that he did not print a single bill.

These cases are exceptional, but they illustrate what can be done by setting the proper style — and this matter of farm-sale advertising is surely very much a matter of

to a point where they will order bills and cards and a good display advertisement besides.

Twenty-five dollars spent in advertising a \$2,000 or \$3,000 farm sale is little enough, and I know of no class of advertising which shows results as emphatically as does a liberal amount spent in farm-sale advertising.

I prefer that all of the money should be spent in buying display space — that is, provided the newspaper reaches the prospective customers — but whether my readers will agree with this or not, I think all will agree that different fashions prevail in different communities, and they prevail because the local publishers have so decreed them or so suffer them to be. If the fashion in your community be not as it should, well, then, just set to work and change it.

Sending Out Subscription Notices.

Three or four inquiries have come in lately as to the best method for sending out notices to subscribers — evidently the high cost of print-paper is making more publishers think of outstanding subscription money and prodding others into the cash-in-advance system.

Here is a method so easy that it almost works itself. Take a proof of the mailing-list — printed with the date of expiration after each name — and cross off all the names

that are not to be billed. Have statements printed to fit a 6 1/2" window envelope, leaving a good blank space to fit the window. Run the list through the mailer, discarding the names crossed out and stamping the others on the statements in the space provided. A line on the statement to the effect that "Subscription, amounting to \$....., from.....19.., to.....19.. is now due" may be filled in, or the statement may be entirely printed. Insert in window envelopes, seal, stamp, and tie in packages according to postoffice, and the job is done.

The next month go over the list again, cross off those who have paid, put a small check-mark against those to receive the "first notice," and send all others the "second notice." Proceed as before. Repeat monthly, *ad lib.*

Wasted Advertising Money.

In every town every year hundreds and thousands of dollars are wasted by the merchants in buying space on hotel directories, room-cards, telephone-cards, barber-shop mirrors, public thermometers and circus elephants. As a general thing, this class of advertising — so-called — is sold by itinerant solicitors who have no interest in the town except to get their money and get away. Merchants buy it because they have not the courage to be "left out." They know it is of no value, but want to move with the crowd, and, as a general thing, those storekeepers who are most exacting in newspaper advertising are most ready to "bite" on a barber's mirror.

The merchant who will not protect himself should join an advertising club in which the members agree to refer all such advertising schemes to the executive committee of the club; and if there be no advertising club, then the commercial club should take it up. Money wasted this way in the name of advertising is a very distinct detriment to legitimate advertising.

The Merchant Who "Can't Afford It."

There is a gratifying increase in subscription and advertising rates going on all over the country, and every publisher who raises his rate will find a merchant — perhaps more — who will claim he can not pay the advanced rate. In this case it is best to advise the merchant to cut down his space to keep within his advertising allowance. He will probably do so for a time, but eventually will be buying space as usual at the advanced rate — and more so.

About the only relationship between price and patronage that seems to be proved is that the higher the price, the greater the patronage.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER

The Western Star, Coldwater, Kansas.—You can feel very proud of the handsome holiday edition of your paper. Every department has been well handled, the advertisements being effectively displayed and nicely arranged.

H. C. HARRIS, Goodland, Kansas.—The half-page Millisack advertisement is nicely arranged and well displayed. If the prices quoted at the end of each section had been prominently displayed, it would have proved more interesting and, therefore, better advertising.

The Alliance Semi-Weekly Times, Alliance, Nebraska.—The holiday edition of your paper is a commendable one. The advertisements are

This Store Is Filled To Overflowing With Most Beautiful Christmas Gifts

Christmas is only a few days off and again our store is ready for the holiday trade with the largest and best assortment of goods we have ever shown our trade. We have bought for the using and for the gift, the useful gifts as well as those that are for the joy and pleasure of the children, like our new Toy of Family and Pleasant. We want you to choose whether you buy or not. We will give you the experience of our holiday goods.

If you will find a suggestion for every member of the family in this short and splendid showing of our Christmas-Merchandise. You are all the working for less money here.

ATHLETIC GOODS

For the games of all ages—baseball, football, basketball, tennis, golf, etc.—we have a complete line of athletic goods. We have also a large stock of athletic shoes, socks, and underwear. We have also a large stock of athletic goods for the family and for the gift.

A Few of the New Things Shown Here

We are not satisfied with showing only the popular style goods, but show the newest novel from New York, London, Paris, etc. Among them: Diamond Ring, Diamond Bracelet, Diamond Watch, etc. We have also a large stock of athletic goods for the family and for the gift.

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SETH THOMAS CLOCKS

For the games of all ages—baseball, football, basketball, tennis, golf, etc.—we have a complete line of athletic goods. We have also a large stock of athletic shoes, socks, and underwear. We have also a large stock of athletic goods for the family and for the gift.

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THIELE & GUENDEL

Jewelry - Cut Glass - China - Stationery - Cameras - Auto Goods

Symmetrically arranged page advertisement from *The Alliance Semi-Weekly Times*, Alliance, Nebraska. If the headings over the items in panels were set in bold, an improvement would result.

well set and the paper is well printed throughout. A page advertisement from this issue is reproduced, but we believe it would be improved by setting the headings in the panels in Cheltenham Bold.

The Allen County Journal, Iola, Kansas.—Your special Christmas advertising edition, on which you used a special cover, represents commendable effort in all departments. The advertisements are simply set, without an excess of gingerbread rule and ornament arrangements, and are very readable. Presswork is clean.

The Morris News, Morris, Oklahoma.—The special holiday edition of your paper is an admirable one and is well filled with reading-matter, in spite of the great inroads made on your space by the large number of advertisements. The display advertising is well handled, and no faults worth the mention appear to us that require correction.

THE ANNUAL MID-WINTER NUMBER of *The Los Angeles Times* is a pretentious issue, gotten up in sections, magazine style, with a special cover, printed in colors, on each. Each of the sections exploits effectively some one industry prominent in California economic life. We are unable to suggest changes which would mean certain improvement.

Richmond Conventor, Richmond, Missouri.—Your paper is well edited and very well printed. The advertisements are very good indeed. We prefer to see the advertisements grouped in the lower right-hand corner of each page, rather than worked from the corners, and this pyramid arrangement, which throws the reading-matter toward the upper left-hand corner, where the eye of the reader first falls, is for the reader's convenience. By massing the advertisements and reading-matter,

THE THREE WISE MEN

(A Chapter From Ben Hur)

[illegible]

A Specimen of Intricate Machine Composition.

By Arthur G. Leisman, operator on the Merrill (Wis.) *Daily Herald*. The reproduction is about one-third the size of the original.

provoke interest in the paper, something any publication will profit by. We are reproducing the page herewith as a suggestion for other publishers who may desire to have their papers talked about "on the street."

Good Words, a publication "dedicated to the welfare of the men in prison" at the government penitentiary at Atlanta, Georgia, issue of Christmas Day, comes to us with a special cover, appropriate to the occasion. The cover is designed and lettered, we presume by an inmate, and is very well executed in every particular. We do not admire the antiquated initials used on the inside pages, but perhaps the men who did the work had no others at their disposal. All things considered, the issue is a creditable one.

Clovis Tribune, Clovis, California.—Good presswork is the outstanding feature of your paper. The headings on the first page are too large for a weekly paper, the news in which is not ordinarily "right off the bat." Then, too, if a large size of head-letter is used there should be subordinate decks below so that the passing from heading to text will be less abrupt. Advertisements, for the most part, are well displayed, but such a variety of borders as used affects adversely the appearance of the advertisements and the paper as a whole.

EDWARD L. NOWELS, Snyder, Texas.—Considering your equipment, you do very well indeed both in the composition of advertisements and make-up of the paper. It is to be regretted that you do not have more up-to-date display type. The combinations of heavy, angular block-letters and pleasing roman styles are regrettable, for these styles do not harmonize. We would prefer a clean first page, but don't see how you can carry the advertising you do on six pages without placing some of them on the first page. We feel that you should be printing eight pages—but, of course, there's the paper situation. Display is too weak on the long half-page advertisement of Queen Quality Shoes.

The Ohio County News, Rising Sun, Indiana.—If the sample of your paper sent us represents its average appearance, we will state that you publish an exceptionally good paper. We can see no reason why you should apologize for the amount of news carried. Considering the size of the field, you give a good average amount of reading-matter, and the paper appears to be ably edited. We do not admire the box-headings on the first page, especially because they are not lined up. The use of more modest styles of borders would improve the appearance of the advertisements and make them more effective. The borders used attract altogether too much attention to themselves, and away from the type. Plain rule borders, four-point size, would be best for your use.

CHARLES MACLEONHARDT, Richmond, Indiana.—You are setting a fine line of advertisements for the *Palladium*, and especially since so many cuts were given you to use in some of them. With more cuts than should really be used in one advertisement, the compositor faces a difficult task. We are quite sure, however, that you will agree with us when we state that the large advertisement for Hirsch's is overdisplayed. It disconcerts one in the same manner as one is made uncertain at a corner where strange roads meet, and where signs, almost without number, advise him to go this way to one place, that way to another, and some other way to some other place. He does not know which way to turn, and on a page that is overdisplayed the reader does not know where to read first. He may start at the top, but a scream-line toward the bottom attracts his attention and he gets little satisfaction out of what he is reading.

Golden Valley Progress, Beach, North Dakota.—The special Holiday Number of your paper is a good one. The large volume of advertising carried speaks well for the fellow who solicits the local merchants. The first page is nicely made up; the symmetrical arrangement of the heads makes for an orderly appearance which is very pleasing. As a rule, the advertisements are well arranged and displayed, but, in some instances, too many points are emphasized, which tends to confuse the reader and make comprehension difficult. This is particularly true of the Overstad & Hoverson half-page. The use of so many styles of type in one advertisement, as here illustrated, produces an inharmonious, displeasing appearance which will turn many readers from it. It appears very crowded and, for all the reasons mentioned, is not a readable advertisement. We presume that, with such a large issue, the problem of type was a serious one, and it was impossible to do on all the advertisements what was known to be necessary by those who had them in charge.

The Weekly Times, Melbourne, Australia.—Your illustrated annual number is a handsome one; the large half-tones and the decorations which surround them reflect considerable credit on the artists and engravers. Those printed in black are, in our opinion, best, for, on some printed in colors, the colors are too warm. The effect is very good where the buff-tint background was used, and on the title-page where orange was used to represent a scene at sunset. The illustration itself in this instance is strong enough to overcome any tendency toward the bizarre. Presswork, outside the faults mentioned in the selection of colors, is good. The advertisements are not very effectively set. As a rule, too many points are emphasized, and the borders in many instances do not harmonize with the type enclosed therein. Half-point and one-point rules are too light to be used in combination with bold display types such as Hancock and Cheltenham Bold. We note also that you are prone

to strengthen the borders with heavy corner-pieces, and this produces a spotty appearance which is very disagreeable. As a whole, however, we consider *The Annual* a commendable piece of work, and something of which your organization may feel proud.

The Antelope Independent, Antelope, Montana.—Your paper is very poorly printed if the copy sent us is a fair sample of the average appearance. In the first place, an insufficient amount of ink was carried and that is unevenly distributed. The tympan does not appear to have been changed after the preceding run. The use of various shapes of types in one advertisement should be avoided. Nothing in typographic work jars the esthetic sense more than a line of condensed and a line of extended type in juxtaposition. Often, in your advertisements, larger type was used than necessary, needlessly effecting an appearance of congestion, and thereby making reading an unpleasant and difficult matter. To be able to wade through a piece of printed matter is one thing, and to comprehend all the message it carries is another. It is a fact, however, and a matter of logic, that words in print do not impress themselves on the mind of the reader if not pleasingly presented in the most readable manner. When rules are used it should be to fulfil a purpose which adds to the effectiveness of the work. To effect an arrangement of rules merely for the sake of filling space weakens the force of the type, because of the greater attracting force of the rules.

GUY ELDER, Mount Vernon, Ohio.—*The Republican-News* is printed very poorly; the ink appears to have been too soft and the rollers too hard. Sponging the rollers would probably help some, but we are of the opinion that you need new rollers. So many large headings on the first page are displeasing. On this page of the December 29 issue, the headings occupy more space than the stories in several instances. There seems to have been a decided effort for the sensational in the make-up for that day, which is not at all in common with the standards which experience has shown proves most satisfactory to a majority of readers in cities the size of Mount Vernon. We doubt very much whether the majority of your present and potential readers admire such a style of make-up, but, of course, in a metropolis there are enough people who like that sort of thing to make it pay. We recommend a more dignified make-up, special emphasis being given stories of very great importance, and such stories do not break every day in a town the size of Mount Vernon. If you wish to obtain further proof as to the preference of readers for a conservative or sensational paper, we advise that you delve into circulation figures of the large metropolitan papers. The largest circulations are held by the conservative papers in practically every instance. Your advertising pages are very good indeed, by odds the most satisfactory feature of your publication.

„Hurrah!“

Kriegszeitung des Inf.-Regts. „Bremen“.

Preis der Nr. 5 Pfg. Herausgegeben in Deutsch-Bailly. Inserate pro Zeile 5 Pfg.
Nr. 7. Deutsch-Bailly, den 17. Dezember. 1. Jahrgang.

EXTRABLATT.

Durch Funkspruch.

Nordflügel der russ. Armee geschlagen.

Der Nordflügel der russischen Armee ist bei Lowicz geschlagen. Durch Nachbalkämpfe Verfolgung auf der ganzen Linie. General von Weysch hat verfolgend Opelschnow erreicht.

In Russland sind unsere Truppen durchgebrochen und bereits im Rücken der Feinde.

In Berlin klingen die Siegesglocken.

Die deutsche Flotte bombardierte Hull.

Das deutsche Geschwader, das den Hafen Hull beschoss, ist unverseht in die Heimat zurückgekommen.

WEST. Im Argonnenwald hat das 5. Armeekorps wichtige Fortschritte gemacht. 500 Franzosen sind dabei zu Gefangenen gemacht.

Meldung vom Armeekorps-Kommando: Bei Roy 3000 Franzosen gefangen genommen.

Title-Page of War Paper of the Bremen Infantry Regiments on the Verdun Front. Note the Teutonic Idea of Placing Quotation Marks.

SHARING THE RESPONSIBILITY OF INDUSTRY.*

BY GEORGE L. BERRY.



ONE of the greatest obligations devolving upon the movement of organized labor is the recognition of its share of responsibility in the maintenance of industrial activity. It is a mistake for the workers or for the employers to assume that any single unit of the industry should share the full responsibility of our industrial life. Industry is the source of economic success or failure for both the employer and employee alike. Industry's reason for existence is to give life and happiness to the units engaged therein. To succeed, therefore, every person, whether he be employer or employee, must cooperate in the promotion of the common good of all. I can see no reason for reluctance upon the part of the employee in giving to the industry the best that he can give in the interest of the business in which he is engaged; and by the same token, it is inconceivable how an employer can reconcile himself to the idea of accepting for himself a greater share of the returns of the industry than should accrue to him, basing the calculation upon the theory of community and cooperation.

The theory that a common interest in industry does not exist between employer and employee is a mistake; there is a community of interest. There is an obligation equal in proportion, and, if calculated correctly, there will be little reason for disagreements between the partners of business—employer and employee. Strikes and lockouts, in the main, when analyzed, occur from misunderstanding. They are the outgrowth of a failure to adhere to the facts in connection therewith. It is not difficult to look over the field and find that, in the main, industrial disputes have originated because of the lack of understanding of the truth as it has to do with the business on which both parties are dependent and in which both are vitally interested.

It is good to know that the obligation of both sides to the industry is increasing, and there is a greater desire upon the part of all engaged in the business to calculate the differences of opinion from a practical business point of view and not from a selfish point of view. It should not be assumed by the employer that his point as to differences that arise is always correct, and it is folly upon the part of the organization of the workers to assume that their point of view is always correct. As a matter of fact, it oftentimes develops that both points of view are incorrect, but in any event the error, whether upon the part of one or both, can best be determined by calm analysis of the situation with the viewpoint of adjusting the differences upon a practical, sound basis. I can not conceive of the practicability of employer and employees disagreeing and carrying their disagreement to a point that means industrial destruction for both. If the business stops, both are to suffer economically. Why should there be a stoppage if we are business men and if we agree to discuss our ideas of industry upon the basis of conserving business rather than destroying it?

In my opinion there is not an organization of labor in America that desires to strike simply for the pleasures resulting therefrom. If there be any, they are pursuing an erroneous course. It is reasonable to assume that men engaged in business as the employee element best under-

stand their requirements of life, and, in the main, their demands are calculated from an existing economic situation. Now it is just possible that their demands and contentions, in so far as their requirements are concerned, are correct, but it may be that the industry can not stand the change that the demand of the employees requires. The employer may realize this; he may say so. The employees may insist that their demands are essential, and both would be correct, but the facts of the business are the best answers to both sides in controversy. It should, therefore, be the first purpose of both employer and employee to leave no escape for a comprehensive presentation of the facts, and then when this has been done, if either side presumes to engage in a contest of destruction, that side is the element that should be responsible for the error committed.

The progress of arriving at a point of understanding is encouraging to every one familiar with the development of industrial intercourse in this country. Much indeed is yet to be done, but the records indicate that there are fewer industrial conflicts in America to-day than there ever has been in the history of our country. There are more employers' and employees' organizations discussing their issues, striving to arrive at the truth, than ever before. This is exemplified in the records of the International Printing Pressmen and Assistants' Union, which possibly are no better than the records of any other international union, but at least can be used as a fair example. With a membership of approximately 36,000 people, there have been less than a hundred men affected throughout the North American continent in five years. Indeed, there have been less than a dozen men affected out of this tremendous membership, representing all classes of men, all nationalities, creeds and colors throughout the North American continent and a part of South America, in the last two years and a half. During that time approximately 20,000 people of our organization have received revisions in their wage conditions. Could there be better evidence of a reigning relationship of peace among the employers and employees of our industry?

The International Printing Pressmen and Assistants' Union has endeavored to meet the requirements of its membership. Indeed they have endeavored to meet the requirements of the industry as best they could under the circumstances. In the last few years the organization has developed its home for superannuation; it has developed its institution for the care of its members affected by tuberculosis. Or, in a word, these two institutions are endeavoring to care for and give relief to those unfortunate units of industry who in the course of their activities as tradesmen become incapacitated or contract the dreaded disease, tuberculosis. The work in connection with these two institutions evidences full respect for the great responsibilities devolving upon the workers engaged in the printing art of this country.

In addition to the humanitarian institutions, a great educational campaign has been taken up by the International Union. It has realized of its own initiative that there are incompetents and semi-incompetents engaged in the printing art, and it has said to the industry, both employer and employee: "We propose to assist in the elimination of incompetency in our business, to the end that a high standard of craftsmanship shall be given in the interest of the industry as a whole." When I say that this organization has spent nearly \$200,000 in the establishment and maintenance of a trade school, with \$128,000 worth of printing machinery of modern type, with all the labor-

* The substance of an address delivered by George L. Berry, president of the International Printing Pressmen and Assistants' Union, before the banquet of Pressmen's Union No. 119, of Scranton, Pennsylvania, and the employers of that city, held on Saturday, January 20.

saving devices included, you can best understand the intensity of our interest in craft improvement. I repeat in this regard that this work is as important to the employer as it is to the employee; it is of first importance to the industry as a whole. It may not be amiss to say that the educational course owned and operated by our institution is the only one enjoying that status in the world. We have met the issue of incompetency; we have resolved and proved our resolution by fact of expenditure, fact of action, that we will cooperate in the elimination of that experimental, non-producing feature of the industry that is destructive to all of the units therein. I am sorry to say

duty and responsibility in the preservation of the business in which they are engaged. It breathes the purpose of cooperation; it is the most emphatic invitation to the employers of this country to join with us in the maintenance of a lasting, peaceful relationship, with the goal of cooperative interest ever before us.

It is a pleasure for me to be in the city of Scranton, where we have enjoyed an era of peace with the employers of this wonderful city. The two organizations of the International Printing Pressmen and Assistants' Union of Scranton have demonstrated their stability and their interest in the welfare of the trade. I am in hopes they will



PRINTERS ON THE FIRING LINE.

Photo copyrighted by Brown and Dawson, Stamford, Connecticut.

that the employers of this country have looked upon this educational effort, the largest of its kind in the world, whether private or collective, as an institution primarily of the union. This is an unfortunate mistake. The employers of this country are as much obligated to assist in the furtherance of the possibilities of this system of education as are the employees, but I do not despair of the failure to secure general cooperation in this work, for I am confident that in the end we will receive that cooperation, and it will come to us as rapidly as the employers of the country and the employees realize the importance of cooperation in every instance when it has to do with the welfare of the business in which we are engaged.

The International Printing Pressmen and Assistants' Union is now operating its triplicate institutions upon its estate of over 1,000 acres of land, located at Pressmen's Home, Tennessee, and with all of its modern facilities representing an asset of over \$1,000,000. This asset, this work, originates because of the belief of the membership of this organization in the permanency of the industry and of their interest in its stability and with full recognition of their

continue to grow with the spirit of cooperation ever in mind, and I am in hopes that the employers of this city will give liberal response to every effort put forth that bespeaks for cooperation and business improvement. I am likewise hopeful that the organizations of our International Union in this city will give liberal response to any movement initiated by the employers that will cement closer the relationship of employer and employee to the common end that I have endeavored to explain upon this occasion.

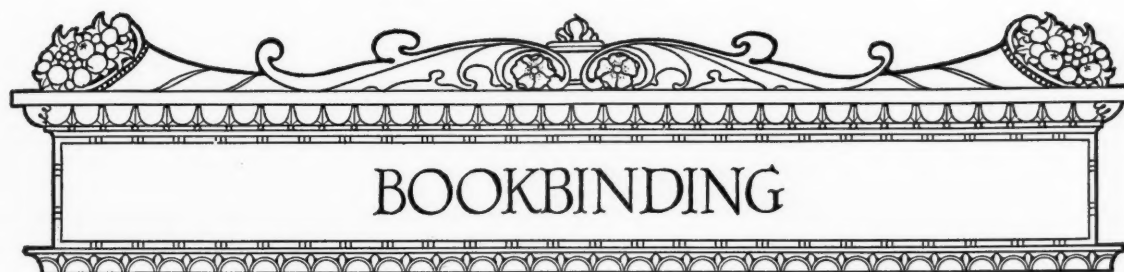
PRINTERS ON THE FIRING LINE.

The brotherhood of men, the fraternity of printers, is lost in the war fever that is destroying the best of all nations. The long lists in French, English and German papers of the heroes who have battled against each other and have passed to knowledge are woe to the living. Printing, the art that should abolish war, is made to serve the uses of war, and the man as a fighting animal with the national spirit strong in him responds to the war papers such as the *Hurrah*, reproduced on another page of this issue.



YOUTH.

Photograph by George A. Alsop, Chicago, Illinois.
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BY JOHN J. PLEGER, Author of "Bookbinding and Its Auxiliary Branches."

Copyright, 1917, by John J. Pleger.

The author of "Bookbinding and Its Auxiliary Branches," Mr. John J. Pleger, has arranged to contribute to these pages an intimate and detailed description of the various processes of bookbinding. The intent is primarily to make printers better acquainted with the foundation principles of good bookbinding, and to that end a greater liberality of treatment will be attempted than is practical for text-book purposes. Inquiries of general interest regarding bookbinding will be answered and subjoined to these articles. Specific information, however, can be arranged for by addressing Mr. Pleger, care of The Inland Printer Company.

Folding-Machines.

There are many different machines which fully cover all hand-folding operations, including letter or circular folding for office use.

One of these machines, rated to take sheets from 14 by 19 to 32 by 44 inches, can, with a few minor changes, be made to take sheets from 12 by 18 to 38 by 50 inches. It will make from one to five folds, delivering from 4 to 48 page forms in gangs of two or more up, right angle, oblong or parallel.

With attachments, it embraces three distinct machines: A complete right-angle book and pamphlet folder, delivering eight, twelve, sixteen, twenty-four or thirty-two pages; a complete parallel folder, delivering in gangs four, six, eight, twelve or sixteen pages, all parallel folds; an oblong folder for catalogue or oblong music folds, delivering eight, twelve or sixteen pages. Twenty-three distinct forms, ranging from six to forty-eight pages.

In addition to the forms mentioned above, a variety of other forms may be made up to run on the machine by making the last fold by hand. This is advantageous on work such as time-tables and maps where hand-folding would be slow and expensive and, for sheets of large size, inaccurate. The machine will fold the sheets accurately enough two or more up so that after the extra hand-fold is made they can be cut apart in the cutting-machine.

Work-and-Turn or "Flop Sheet" Folding-Machine.

It is customary when printing a work-and-turn, or "flop sheet," to cut the sheet in two parts on the press when the last impression is made. This requires the handling of two half sheets separately and folding each half separately. To overcome this, a machine has been placed on the market which will fold the full printed sheet by cutting it in half and turning one-half over while the first half is being folded. This may be done on either sixteen or thirty-two page forms. A single sixteen or thirty-two can also be folded by using one-half of the machine. It will also fold two separate jobs at one time by using both sides of the machine, one as a sixteen and the other as a thirty-two. It will fold the half of the full sheet on one side and a quarter of a full sheet on the other side, giving two different jobs at the same time. This, of course, requires two hand feeders. If an automatic feeder is attached, one man can run two jobs at the same time. It is very compact, taking up no more floor space than a single machine. It has automatic register at all folds. It has driven per-

forators at head-folds. In order to get the best results from the two machines heretofore mentioned, it is necessary to have a man who understands make-up of forms and who has enough mechanical knowledge to overcome apparent difficulties. Folding-machines, as a rule, admit of "stretching" above the size stamped on the frame by the manufacturer. It is also possible to run sheets smaller than the minimum given by the maker by means of building-up gages, or taking-off tapes. A little fish-glue and pieces of board, a cardboard, a piece of wire or an extra idler, can be made to serve for special jobs that otherwise could not be run.

Parallel folders can be added to the standard machines, to fold double sixteens or double thirty-twos.

The double-sixteen drop-roll folder will deliver two separate sixteen-page signatures or insert one in another, thus delivering one thirty-two-page signature. This machine can be had with an attachment which will deliver two separate thirty-two-page signatures. It will also deliver two eight-page signatures. Small runs of single sheets can be folded economically. A tipping attachment is furnished with these machines.

Combination Parallel and Right-Angle Folder.

This machine will fold sheets from 8 by 10 to 34 by 34 inches, or larger if wanted. It will make three parallel, or two parallel and one right angle, or two parallel and two other parallel in right angle to the first two folds. All changes and adjustments can be made while the machine is running. Speed average, 4,200 per hour, push-feed.

The quadruple book-folding machine receives a full sheet of four sixteen-page signatures, which may be folded and delivered to the packing-boxes as four separate sixteen-page signatures, or one sixteen inserted within the other, making two sections of thirty-two pages. This is a convenient machine for large-edition or publishing houses.

The tapeless folder is an innovation in folding-machine construction, as there are no tapes, knives or cams. Any weight from onion-skin to the heaviest double-coated book and cover stock may be folded.

The Model A makes thirty-three parallel and right-angle forms; the Model B will make one hundred and fifty-nine forms in the parallel, right-angle and oblong folders. The parallel folds range in size from 26 by 58 inches to 4 by 7 inches; the right-angle folds from 26 by 40 inches to 7 by 8 inches, and oblong folds from 26 by 34 to 7 by 8 inches. Five thousand sheets, 6½ by 10½ inches in size, per hour is the speed record claimed for it.

Paper-Feeding Machines.

There are different types of paper-feeding machines in operation, and claims of superiority are made for all of them. The combing-wheel operates from the top of the pile and combs or runs out the sheets until they reach the guide, when the combing-wheel is raised off the sheets and a small roller starts them into the machine. It should be adjusted so as to comb on the margin. On thin or soft paper the combing-wheel has a tendency to sink into the pile without advancing the sheet.

Another style of pile feeder feeds the sheets by means of bucklers and push-fingers. The bucklers are set at both ends, advance the sheets upward and the push-fingers shove them forward under drop rubber rollers, which at regular intervals start the sheets into the machine. Unless accurately adjusted on heavy-coated stock the bucklers break the paper.

The continuous feeder is operated by combing-wheels. As there are but a few sheets beneath the wheel, an accurate feed of thin or spongy stock is assured. The paper is placed on the feedboard while the machine is running, thus saving the piling time.

Sheet-Piling Trucks and Boards for Paper-Feeders.

The strongest argument in favor of the automatic feeding-machine over the hand feed is that it works continuously, and will carry a load of about seven thousand sheets. It dispenses with the frequent stoppages to put up small lifts common when machines are fed by hand. The sheet-piling trucks reduce the necessary stoppages by providing a system of loose piling boards, mounted upon rollers, and on which several thousand sheets can be piled at any convenient place about the room while the machine is running. The last sheet having been fed from a feeder board, that board is removed, the sheet-piling truck, with its loose board loaded with sheets, is run into position, and the pile of paper immediately rolled from the truck to its position on the feeder and the machine started.

Bundling.

Solidity of the paper is the most essential feature of a perfectly bound book. The smashing takes out the impression made by the press. The air is forced from between the folded sheets, and so allows them to be flat. A book which is not properly smashed will, after the book is trimmed, show starts, and this, too, no matter how accurate the trimming may be. It is impossible to gild a book if it is not smashed or thoroughly pressed. In rounding and backing with the machine, uniformity is well-nigh impossible. The pressing is a substitute for smashing in small establishments and should precede the sewing.

The signature press does the work of dry-pressing, smashing, bundling and padding. It eliminates operations and unnecessary machinery. Going from the folder to the gatherer in compact bundles, the sheets receive a greater pressure than could be obtained from the moment's pressure in the smasher.

The heads, which can be adjusted to any size pile, are provided with large holes in which the hand can be inserted to tie the bundles. All folded matter should be bundled, because it prevents the loss of sheets and keeps them clean, aside from the actual necessity above described for the subsequent operations.

There are many different kinds of bundling-presses, but their operation is about the same. Place beveled wooden boards on the ends, and lay the folded signatures between. A cardboard with the work-order number, the number of signatures, and the name of the bundler plainly written

thereon should be placed on the top board. Close the press by power, wheel or handle and ratchet. Insert a one-half inch manila hemp rope, and tie the bundle with a slip-knot. Remove the bundle and stack away. It should not be disturbed until the book is ready for gathering.

Slitting.

Slitting is the process of separating the leaves of folded signatures preparatory to tipping-in or inserting insets. For instance, to do this to a sixteen-page signature, place the knife or sharp folder between pages 4 and 5, and 12 and 13 for the head slit; between 10 and 11, and 14 and 15 for the front slit, and separate the leaves to the back marginal fold. The slitting may be eliminated by a narrow trimming of the front and head. On pamphlets or ordinary work this method is preferable to hand-slitting, as by it considerable time is saved.

In folding heavy stock which has a tendency to buckle, slit the second or head fold before the last fold is made.

Inserting.

Insets are plates, drawings, maps, or printed tabular sheets, which are to be tipped into or placed between the folded signatures. As far as practicable, to obviate slitting, insets should be arranged to come between or in the center of folded signatures. Maps should be provided for at the end of the text. Plates, maps and all insets are tipped in to face the page designated by the legend. Plates printed on heavy paper or cardboard should be guarded. All plates which are as large as the open book should be folded in the middle and guarded. Folded signatures which are placed one in another, or in a cover, are inserted, and hence printed, as insets. The signatures of saddle-stitched pamphlets are inserted in one another and into the cover.

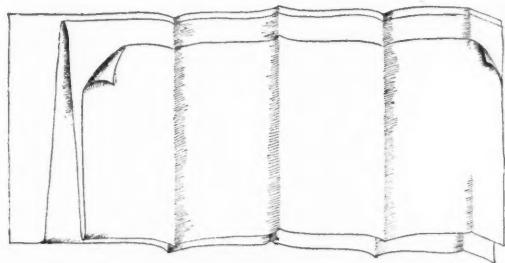
Maps.

A common method employed on all maps which are longer than the book page is to cut out about three-fourths of an inch of the binding ends of the maps, leaving uncut at the bottom a portion one-half of an inch smaller than the book page; they are then folded and tipped into the book after it is bound. If folded maps exceed one-eighth of an inch in thickness, stubs are provided by cutting strips of paper and gluing them together on the edge. On bound books they are sewed in the place of the map by means of an overcast or whip-stitch. To trim the book, fillers are inserted and the forwarding is done in the usual manner.

Many binders are of the opinion that the bottom left end of the map must be tipped into the book, presumably to enable the book to remain on the desk or table when the map is opened out. This method on side-stitched pamphlets containing one or two folds for the length necessitates tipping the map in before or after the pamphlets are trimmed.

To save the tipping on all side-stitched pamphlets containing thin maps, cut out the bottom left end of the map sufficient to clear the binding space, or about three-fourths of an inch. The distance from the head to the cut is one-fourth of an inch less than the length of the trimmed margin of the book. The first fold is close to the cut-in edge; the second, three-eighths of an inch from the head; and the third, even with the first fold; this is repeated until the entire length of the map is folded. The width is folded three-eighths of an inch inside the front trimmed margin and back to the cut-in edge; this is repeated until the entire width is folded. The map can be gathered or inserted without the danger of trimming the folds, and the unsightly tipping-in of maps in side-stitched pamphlets after the work is completed is eliminated.

A common method on side-stitched pamphlets containing a number of large maps is to trim the text after gathering, and to supply the thickness of the maps with stubs one-half to three-fourths of an inch wide on the binding end. The maps and stubs are put in place and the book stitched. This, besides being very slow, is hardly in keeping with the progress of the times. There are obsolete signatures in all binderies which can be utilized to good advantage as fillers by perforating them one-half to three-fourths of an inch from the fold and gathering in sufficient



Map Fold Showing Cutout for Tipping.

number to take up the thickness of the folded map. The books can be sewn on a sewing-machine, or stitched, and the necessity for fillers to trim and forward is obviously eliminated. After the books are bound the places provided for the maps are cleared at the perforation, leaving the regulation stub to take up the thickness. The maps are tipped on the stubs at the left end.

A saving of time is thus effected on small maps which can be inserted in side-stitched pamphlets, as well as in sewing, by substituting machine for hand work, and in forwarding by eliminating fillers and handling it as regular work.

HE NOBLY BEARS HIS LOAD.

From every newspaper office there will be a flow of warmest sympathy for the editor of the Williamsville (N. D.) *Item*. As so often happens in the troubled realm of journalism, he has brought upon himself a reprehension that will not be in the slightest degree mitigated out of consideration for the excellence of his intentions — he has offended a reader whom he was trying to please and he has the dreary consciousness that his apologies are useless.

For the printed, like the written, word remains, and wrong once done can not be wiped out. Still, *The Item's* editor has done his poor best to set himself right, and in doing so he tells the whole tragical story — thus:

"We wish to apologize to Mrs. Orlando Overlook. In our paper last week we had as a heading 'Mrs. Overlook's Big Feet.' The word we had ought to have used is a French word pronounced the same way but spelled fête. It means a celebration and is considered a very tony word."

There speaks a warm, honest heart, bowed down by sincere grief. But will Mrs. Orlando Overlook relent and forgive? It is easier to hope that than to expect it, for she has suffered the ultimate pangs, and, after all, it is but poor consolation for her to learn that her cruel wrongs were due to the search for a tony word.

There would have been a better chance of escape for this unfortunate editor if he had left the task of explanation unattempted and followed the time-honored habit of putting the blame on the compositor and the proofreader. Their lot is naturally an unhappy one, and no single increment of their responsibilities adds appreciably to the total.

— *New York Times*.

THE NEW YORK CITY INDUSTRIAL EDUCATION SURVEY.

BY GEORGE STEIN.



IN these days of specialization in industry the question of industrial education as a means of broadening the technical knowledge of the worker is one that is engaging the attention of educators, employers of labor, and the workers themselves. The day is past when a boy could enter a trade after leaving school and in four or five years become a competent journeyman, able to do all the things that were considered essential to a well-trained mechanic of a generation ago. Machinery has supplanted the hand worker, and feeding or operating a machine has developed specialization to a point where an all-around mechanic is rarely found among the younger workers. Among printers, machinists, electricians, woodworkers, metalworkers, and other trades, specialization has been carried to a point where different scales of wages are made for various machines and occupations, some being rated as more highly skilled than others. In the pressrooms of printing-offices there is a sharp line drawn between the feeders and the pressmen. For lack of opportunity to learn, many men past forty years are still feeding cylinder



George Stein,

Printing Trades Investigator, New York City Industrial Education Survey.

presses with no hope of ever taking the next step and becoming pressmen, able to take charge of machines.

In large composing-rooms where typesetting machines are used, specialization is the rule. There we have the operator who doesn't know the case, and could not lift a handful of movable type; the handman to whom keyboards are incomprehensible puzzles. Until recently apprentices in the large shops were compelled to "steal" the trade, but, thanks to such institutions as the Hudson Guild School for Printers' Apprentices, in New York city, and the International Typographical Union Course of Instruction in Printing, some of the boys in the print-shops are put on

the right road to become competent craftsmen, able to hold up their heads with the best of the old-timers.

Specialization to-day is regarded as necessary and inevitable, and the boy or man who is doing the same thing day after day, whose proficiency at his task is a financial asset to his employer, should be given an opportunity to learn the other operations and processes for which his trade calls.

How can the necessary trade knowledge, which the regular work in the shop fails to provide, be given? Who should give it? The employer, the trades union, or the Department of Education?

The School for Printers' Apprentices in New York city is supported jointly by the Hudson Guild (a philanthropic institution), an Employing Printers' Section, the New York Newspaper Publishers' Association, and Typographical Union No. 6. The course of study has been planned by practical printers and is undoubtedly as good as can be worked out with the present equipment of the school. The one drawback is that the school is not large enough to accommodate all the apprentices who wish to attend, and to enlarge it is a financial problem not easily solved. The International Typographical Union Course of Instruction in Printing has over 7,000 students enrolled, and can accommodate an unlimited number.

The Board of Education of the City of New York will continue to maintain classes for the teaching of trades, and the printing trade is one that will always have a place in its scheme of industrial training. At present there are three classes devoted to pre-vocational training, where schoolboys between the ages of twelve and fourteen attend. The theory is that these boys will be taken into the trade as apprentices and, because of their knowledge of printing secured in the classroom, will learn the trade more easily and quickly than the errand boys, who win advancement by faithful service as general helpers in the composing-rooms. Opinions differ about this theory and it will be difficult to get down to a working basis on this question of the usefulness of pre-vocational work. Two evening schools for the teaching of printing to older boys and men are also maintained by the Board of Education.

The conflicting opinions regarding the value of pre-vocational training have been the cause of controversy between the educational authorities and trades unions of the city of New York, which resulted in the appointment of a committee and an appropriation from the city treasury for an Industrial Education Survey to gather facts and statistics and make recommendations for a reorganization of the whole system of trade instruction.

The trades being surveyed are woodworking, machinist, electrical work and printing. Six investigators have been appointed by the mayor, the two for the printing trade being Fred F. Moran, of Web Pressmen's Union No. 25, and the writer, representing Typographical Union No. 6. The various types of printing establishments will be visited and information gathered covering the ages, wages, sequence in advancement, manner of selecting help, steadiness of employment, what the worker does, knowledge and skill required, shop instruction, records of efficiency, attendance at evening schools and correspondence courses. A digest of all this information will be made and embodied in a report which will be submitted to the Board of Education. This report will make plain the needs of the industries as they affect the employer and worker, and will be the basis of a comprehensive system of trade instruction.

The consensus of opinion, so far as the investigators have been able to judge from interviews with employers,

superintendents, foremen and journeymen, is that two schools be established, centrally located in Manhattan and in Brooklyn, fitted with the latest composing-room and pressroom machinery, tools and equipment, these schools to be open to boys and journeymen who are working at the printing trade. The course of instruction for the composing-room to include English (spelling, grammar, punctuation and division of words); arithmetic; mathe-



Fred F. Moran,

Investigator for Pressroom Work, New York City
Industrial Education Survey.

matics, sufficient to enable compositors to read algebraic equations; hand-lettering, decorative designing, color harmony; display typography; instruction on linotype and monotype machines; imposition of forms and proofreading. A supplemental course should be established for instruction in cost-finding, estimating and business methods.

The work of the survey will be completed by the end of May, 1917. The Board of Education will then be in possession of facts and figures concerning the printing industry. It will know the needs and requirements of the trade and, by establishing classes as outlined above, will serve the best interests of the printing industry.

GAGE FOR TESTING HEIGHT OF BLOCKS.

When the type-height gage is mislaid, or if the office does not possess one, a composing-stick makes a good substitute. Choose a brass stick with worn edges, so as not to scratch the cut. Set the measure type-height by laying a letter on its side with head to the slide, and there you are. It is obvious that the "gage" will go on the cut only about half an inch, but that is generally ample.

The stick often makes a useful gage for the machine-room instead of calipers. It can be used, for instance, on the end of a shaft, the rounded edges of which make it impossible to measure accurately with a rule. Set the stick tightly on the end of the shaft, then take off and measure across from slide to the head of the stick.—*The British Printer.*

A NEW AWAKENING IN COST-FINDING.

BY JOSEPH A. BORDEN,

Secretary, United Typothetae and Franklin Clubs of America.



SINCE the endorsement by the Federal Trade Commission of the Standard cost-finding system of the United Typothetae and Franklin Clubs of America, a great awakening has taken place among the printers of the United States in the subject of cost-finding. The individual printer is awakening to the fact that no business man can safely sell his product without knowing definitely just what it has cost him.

It has also come to be realized that cost systems constructed to meet the individual ideas of proprietors of printing-offices do not accomplish the results desired, for the reason that by this method there would be as many methods of cost-finding as there are printers.

The time has now arrived in the printing industry when individual opinions should be set aside and a recognized standard used.

The Standard cost system was adopted by the national organization some eight or nine years ago, and it has year by year received the endorsement of all cost congresses and national conventions of printers throughout that period.

The endorsement of the Federal Trade Commission has finally said that the Standard system is the correct method of ascertaining cost in the printing industry and has itself issued a treatise on cost-finding for manufacturers which coincides with all the details and features of the Standard system.

Each year hundreds of annual reports of the cost of production in individual plants throughout the whole country are gathered together and made up into a composite statement, which shows the total cost of labor and expense.

The result of these composite statements is to disclose the average hour-cost for hand composition, presswork, bindery work and all other operations in the printing-plants.

The printing industry is the first and only one, up to the present time, that has undertaken to gain the national averages of costs in a standard, uniform way.

A certificate is now being issued by the United Typothetae and Franklin Clubs of America to each member who sends in his annual statement of cost of production, this certificate stating that the printer is operating by approved methods the Standard cost system. These certificates are handsomely lithographed and are framed and hung in the offices of the printers receiving them. They become a potent force in selling the product of the printer, in that the printer is able to convince his customers that the prices charged for his product are fair and reasonable.

The report gotten together for the year 1913 and compiled into the composite statement showed a total of labor and expense of \$1,600,000; for the year 1914 it showed \$5,604,000, while that for 1915 showed very nearly \$9,000,000.

The figures are now being gathered for the year 1916 and reports are being received at national headquarters from printers in every section of the United States who are using the Standard cost system. Indications are that these reports will greatly exceed those of the preceding year.

It is often said by the printer operating a small plant that his cost is lower than that of his larger competitor, for the reason that his expense items are smaller. He does not, however, take into account that, while his more

pretentious brother has a larger expense, he has naturally a larger number of hours to sell.

The fact is disclosed, therefore, from these cost records, that the cost in a small plant is generally far in excess of that found in the larger plant.

It is also often said by the small printer that the Standard cost system is intended for the large shops alone. This is not true in any sense, as the system is equally adaptable to the small, medium and large shop.

One of the great needs of standardized methods in cost accounting is shown by the fact that a group of printers who have their individualized, home-made cost systems, in discussing the hour-costs in their plants, will vary in the results obtained from twenty to fifty per cent. In other words, one printer will state that his hour-cost in the composing-room is \$1; another, \$1.20; another \$1.40, and another \$1.60, each believing that he is right.

This is all due to the fact that no two of them arrive at their hour-costs by the same process. Most of them have omitted certain elements of cost, such as depreciation, interest on investment, and the like, and they have been at variance as to what items of labor should be considered as chargeable and non-chargeable time.

Due to these varying methods, it could not be hoped to arrive at similar cost, although had each followed the Standard method they would have found that their hour-costs were very near to uniform.

Indicating the interest of the small and medium sized printer in the subject of cost-finding, it might be stated that the predominant number of members making their annual report were those operating medium-sized plants.

As confirming this latter statement, the following figures will prove interesting:

- 16.4 per cent represents plants totaling an expenditure of labor and all other expenditures except stock and other outside purchases under \$10,000 each.
- 56.0 per cent represents plants totaling from \$ 10,000 to \$ 50,000 each.
- 13.8 per cent represents plants totaling from 50,000 to 100,000 each.
- 10.2 per cent represents plants totaling from 100,000 to 200,000 each.
- 3.6 per cent represents plants totaling from 200,000 to 385,000 each.

100. per cent.

A careful study of the above percentages will show that the small and medium sized printers are awakening to their needs in regard to cost-finding and are rapidly establishing themselves as sane, safe and successful business men.

The awakening in cost-finding is not alone found to be in the larger cities where there are printers' organizations, but there are hundreds of the smaller plants in isolated sections which are equally alive to the needs of their business in this respect.

As a barometer indicating this new awakening, it might be said that there have been sent out during the past twelve months about 1,400 sets of sample cost-finding blanks, which are accompanied by a treatise explaining the operation of the system. These sets have been sent alike to members of the organization and those who are not members.

A new set of these forms is now being prepared at the national office, containing the later averages as shown by reports received within the past three years.

Besides the sample blanks referred to, there will also be printed complete specimens of the forms and treatise in special booklet form for educational purposes and the study of cost-finding problems by students in state universities and other educational institutions, as well as by the classes in cost-finding being conducted by the various divisions of the national organization throughout the country.

From these later and up-to-date reports there are also being prepared demonstration charts which will be used by lecturers in all sections of the country to create a further interest on the part of printers in this very important subject.

It is unnecessary to call attention to the marked advance in the cost of paper and other material entering into the printers' product, as this is self-evident, but there is a fact necessary to call to the attention of the printing industry, and that is that the cost of labor and various expense items are constantly advancing year by year.

As indicating these advances, the few illustrations of the cost per hour, derived from the annual composite state-

The Springman Paper Products Company, Detroit, Michigan, has adopted a very interesting, and we should say successful, plan of profit-sharing wherein length of service plays a very small part, but by which the employee profits in proportion to his general efficiency. Briefly, the plan is as follows:

Each employee is allowed a reserve in cash equal to ten per cent of his wages for the year. At the end of the year he will be paid all of that if he has been one hundred per cent efficient throughout the year. His or her efficiency is figured by allowing credits for satisfactory work, for suggestions as to the prevention of spoilage and errors, and for punctuality. Deductions are made for tardiness,



High Light and Shadow.

Photographed by James Bann, the eminent wood-engraver.

ments showing the average cost throughout the United States, will prove interesting, as follows:

	1913.	1914.	1915.
Hand composition	\$1.38	\$1.47	\$1.53
Linotype composition	1.79	1.87	1.95
Platen presses78	.85	.88
Small cylinder presses.....	1.24	1.37	1.45
Large cylinder presses.....	1.80	2.07	2.19
Cutting-machines	1.07	1.11	1.19
Ruling-machines	1.06	1.14	1.25
Forwarding and finishing.....	.85	.86	.92
Bindery girls (machine).....	.63	.65	.67
Bindery girls (hand).....	.35	.37	.41

The national office is lending every assistance to the printers of the country in their cost-finding problems, and inquiries to headquarters will receive careful attention.

PROFIT-SHARING, AN EFFORT TOWARD EFFICIENCY.

For the purpose of securing closer coördination between departments, keener interest in the welfare of the business on the part of employees, and to reward those in largest measure responsible for the success of the institution, through efficiency and attention to business, increasing numbers of business and manufacturing institutions are adopting bonus systems. In some cases it is simply a proposition of length of service, the longer the employee has been with the house, the greater his bonus.

absence, carelessness, spoilage and poor or slow work. In the case of spoilage, one-half point is deducted for each dollar of value of the spoiled work, and, in addition, the cost of the job is deducted from the amount of bonus due the worker at the end of the year. It is not altogether a case of deductions, however. Under the Springman plan, the employee who has slipped is given many opportunities to make good his loss. A gain of two points for each week is considered a hundred per cent average. Allowances are made for vacation periods of two weeks without lowering the percentage of the worker, and he is allowed to be tardy one day each month without lowering his average.

The plan briefly outlined above is a comprehensive one and is explained in detail in a circular issued by the company. Other organizations, having in mind the installation of a bonus plan, would find this circular helpful in laying it out.

It is saying less than the truth to affirm that an excellent book — and the remark holds almost equally good of a Raphael as of a Milton — is like a well-chosen and well-tended fruit-tree. Its fruits are not of one season only. With the due and natural intervals, we may recur to it year after year, and it will supply the same nourishment and the same gratification, if only we ourselves return to it with the same healthful appetite.— *Coleridge.*



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"Rotary Web Presswork," by Eugene St. John.

A book of valuable information regarding rotary web presswork is issued under the above title by the Oswald Publishing Company. Doubtless there is no one better able to handle this subject than Mr. St. John. The scope of the book may be judged by the following subject-headings: Lay of the Plates; Packing and Make-Ready; Automatic Blanket; The Tension of Web; Treatment of Damaged Rolls of Paper; Electric Detectors of Broken Webs; Folding Apparatus and Folder Troubles; Care of Tapes, Inking-rollers and Fountain; Sign Methods of Press Control; The Fudge Cylinder; The Press Foundation; Oiling and Care of the Press; Anti-offset Devices; Vacuum Sheet-cleaner; Job and Magazine Rotary Web Presses; Point System of Make-ready; Cut Overlays for the Rotary Web Press; The Development of the Web Press; The Largest Web Press Built; Rotary Photogravure Printing; Multi-Color Rotary Press; The McKee Process of Make-Ready; Rotary Web Presses of the Future; Lithographic Rotary Web Press.

This booklet contains forty-eight pages, and may be secured through The Inland Printer Company. Price, 50 cents; postage, 5 cents extra.

"Types of News Writing."

Here is a book that should prove a great help to the struggling young journalist. The author, realizing, from experience, no doubt, the trepidation with which the young reporter faces the problem of writing a story in which the possibilities are great, but in which so much depends on the matter of presentation, has given less attention to precept and more to example. The essentials of news writing are given, to be sure, briefly, and in accordance with the best established ideas of the day. Following those pages, many typical news stories are given, classified for handy reference under the heads, Fires and Accidents; Police News and Crime; Criminal and Civil Courts; Investigations, Legislation and Meetings; Speeches, Interviews and Reports; Labor Troubles and Strikes; Sports, and many other heads under which news may be classified. It should serve admirably, therefore, as a handbook to which newspaper writers may turn to find out what news to get, where to get it, and how to present it in the most effective and interesting manner.

The selection of the stories given as examples was manifestly governed by two considerations: that the news presented should be typical, rather than extraordinary, and that the story should be presented concisely and in an interesting manner. These considerations are important, since newspapers are read rapidly and the style should enable the reader to get news with the least effort and the greatest degree of entertainment.

The book advocates the style of news writing in which the essential facts are massed in the opening paragraph, and most of the stories, which are reprinted from prominent newspapers, offer illustrations of this idea. Stories of human interest are reprinted in considerable number, not essentially because of the great popularity of such stories, but because many items of news may be presented more effectively by bringing out the element of human interest.

An introduction to each chapter gives the essentials of handling the particular kind of story illustrated therein.

"Types of News Writing," by Willard Grosvenor Bleyer. Published by Houghton Mifflin Company, Boston, Massachusetts. Price, \$1.40 net; postage, 10 cents extra. May be secured through The Inland Printer Company.

"The Quality of Recent American Verse."

This small volume is a critique on poets and poetry, the various papers of which it is made up being originally printed in the *Greensburg Evening Times* and *Weekly Democrat*. It has been used in several schools as a supplement to text-books on English literature. It has also served to awaken interest in recent American poetry among members of clubs devoted to literary study.

"The Quality of Recent American Verse," by Smiley Fowler. Published by The Greensburg Democrat Company, Greensburg, Indiana. Price, 50 cents. Bound in cloth.

"The Book-Lover and His Books."

This is a handsome volume, wholly in keeping with the subject and the character of its contents. It is by no means made up of the dissertations of a bookworm, but is a live, practical book which should prove especially interesting and helpful to printers. Really, it is a printer's book, the best ideas in the production of the book beautiful being expounded by the author throughout the pages of the volume, almost two hundred in number.

The subject-headings of some of the chapters give a clear insight into the valuable knowledge stored by print between the covers: Fitness in Book Design; Print as an Interpreter of Meaning; A Constructive Critic of the Book; The Book Beautiful; Types and Eyes; Parchments and Bindings, and The Clothing of the Book, indicate in a small way the value of the book to any one who is interested in books as a lover or a printer of them.

White antique stock, of a heavy weight and with deckled edges, was used, and, with the large, readable type and pleasing margins, the appearance is such as will delight any lover of fine printing. It is bound in boards and covered with good cloth and stamped in gold.

"The Book-Lover and His Books," by Harry Lyman Koopman. Published by The Boston Book Company, Boston, Massachusetts.

"Webster's Collegiate Dictionary."

This new dictionary, published by the Merriams, is a successor of the earlier Collegiates, being the third edition of that work, and is in no sense a revision of the previous editions. It is an abridgment of Webster's New International Dictionary and contains most of the essentials of the larger work, being prepared under the same editorial supervision.

The new Collegiate has a slightly larger type-page than the previous editions, enabling the publishers to make it more comprehensive. It contains 1,248 pages and 1,700 illustrations, which numbers constitute a considerable increase over the first and second editions. The vocabulary is large, 100,000 words, with definitions, being given. In the selection of this vocabulary and the information given on the words, the editors had in mind, particularly, the needs of the every-day writer, the reporter, the advertising writer and the business man, as well as the student.

The edition is printed on expensive bible paper and, without sacrificing anything of quality or durability, the thickness is reduced to less than an inch and a half. The book measures 8 $\frac{1}{2}$ by 6 inches.

"Webster's Collegiate Dictionary" (Third Edition). Published by G. & C. Merriam Company, Springfield, Massachusetts. Price, bound in art canvas, \$3.50; bound in full seal, \$5; bound in full levant morocco, \$6; postage, 15 cents extra. May be secured through The Inland Printer Company.

"How to Sell Printing."

The Oswald Publishing Company, New York city, has recently published a new book, entitled "How to Sell Printing," which printing salesmen and managers could read to advantage. The work is covered in fourteen chapters, and each chapter takes up a distinct phase of the problem of selling the product of the printing-plant.

In the chapter entitled "Building a Printing Business," printers are urged, among other things, to select their customers and told how to hold them when once they are secured. Information is also given as to the laying out of sales plans. In the chapter on "The Psychology of Selling Printing," salesmen are given the sage advice to develop in themselves the ability to listen more and talk less. Other chapters take up house-organs, how orders are secured, poor business policies, estimating, credits, adjustment of claims, causes for failure, coöperation with other printers, and many other matters of vital importance to the printing salesman and the printing-plant.

The volume is printed in a pleasing style of typography and from large type that can be read without eye-strain. It is bound in maroon cloth and stamped in gold.

"How to Sell Printing," by H. M. Basford. Published by the Oswald Publishing Company, 344 West Thirty-eighth street, New York city. Price, \$1.50; postage, 15 cents extra. May be secured through The Inland Printer Company.

"Wood-Block Printing."

The MacMillan Company, 66 Fifth avenue, New York, publishes a series of technical handbooks entitled "The Artistic Craft Series." One of the latest of these is "Wood-Block Printing," by F. Morely Fletcher. This book contains over 130 pages of letterpress with line-drawings and collotype plates illustrating and describing the craft of woodcutting and color-printing based on the Japanese practice. The author shows a number of reproductions of plates cut by himself, following the Japanese method, also an original print in color on Japanese paper produced entirely by handwork.

Printers doubtless will have more than a passing interest in this book, as wood-block printing has been a practice closely associated with the craft from the earliest times. The editor of this series of handbooks states in the preface that "The old woodcuts of the fifteenth century were produced as pictures as well as for the illustrations of books; frequently they were of considerable size. Often, too, they were colored by the use of stencils, or freely by hand." This writer hints that the Japanese may have founded their methods by imitating the prints taken from Europe by missionaries. The main principles of the art were well known in Europe long before color-prints were produced in Japan. He states further: "The European art of chiaroscuro engraving is in all essentials identical with that of Japanese color-printing. . . . It seems, therefore, not vain to point out that the accidental sight of one of the Italian color-prints may have suggested the process to the Japanese."

As wood-block printing is now regarded as one of the fine-art crafts, and is taught in many institutions, this book will be of much greater interest to printers who wish to know the fundamentals of the art. The book is well printed on antique paper in clear type, it has side-heads and an excellent index. Also a page of references are cited. The book may be secured through The Inland Printer Company. Price, \$2; postage, 10 cents extra.

"Fishing for Suckers."

This book is not as frivolous as its name would imply, for it is an exposé of fake advertising, indulged in, mainly through the want-ad. pages of the daily newspapers, by "get-rich-quick" fakers. The book recites the amusing experiences of an investigator who was curious to know the schemes "back of the advertisements" which appeared queer to him. It appears that he found out a good many things that would be to the financial, physical and moral advantage of the gullible and unwary, the weak and the sick, and all others who think the world is inhabited by angels in the form of human beings and believe that all are actuated by the spirit of "give rather than receive," to find out. In addition to giving timely warning to "suckers," as those are termed who have a weakness for biting on shady propositions, it should prove very interesting reading to those who are too wise to "take the hook."

The book is artistic in format and well printed on a buff dull-finished coated stock. It is attractively bound in boards, covered with an antique cover-stock.

"Fishing for Suckers." Published by George Thomas Watkins, 20 Fenno street, Roxbury, Boston, Massachusetts. Price, \$1.

"To-day and Yesterday."

"To-day and Yesterday" is a book of lyrical poems "for young and old." It is nicely printed and reflects credit on the Blakely-Oswald Printing Company, Chicago, Illinois, which firm produced it.

"To-day and Yesterday," by Irving J. A. Miller. Sold by A. C. McClurg & Co., Chicago, Illinois. Price, \$1.

CONVERSATIONAL DIPLOMACY.

"Who is your favorite composer?"

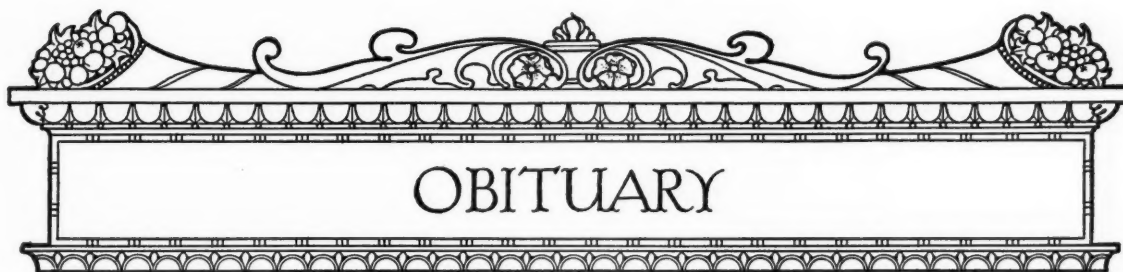
"Wagner," replied Mr. Cumrox.

"You must be a student of music!"

"No. I mention Wagner for the sake of relieving myself of conversational strain. If the other man doesn't like Wagner, he won't want to hear me say another word."

"And if he does?"

"He'll want to do all the talking himself."



George W. Van Allen.

George W. Van Allen, who, prior to his retirement, was known all over this country and in Europe as a manufacturer and repairer of printing-presses, is dead. Mr. Van Allen was born in New York and as a young man became associated with Hoe & Company. A few years later he founded the firm of Van Allens & Boughton, manufacturers of printing-presses, and was also president of the Huber-Hodgman Printing Press Company.

Richard James Balston.

We regret to chronicle the death of Richard James Balston, head of the firm of Messrs. W. and R. Balston, Limited, Springfield Mills, Maidstone, England, makers of the famous J. Whatman's papers. Mr. Balston was in his seventy-eighth year at the time of his death and had been ill but a few weeks. J. Whatman started paper-making at Maidstone in the year 1731. The firm of Balston to-day is a direct continuation of that business.

George Thompson.

In the death of George Thompson, president of the St. Paul Dispatch-Pioneer Press, St. Paul, Minnesota, which occurred at Los Angeles, California, January 7, the newspaper publishers' fraternity lost a prominent member. Mr. Thompson had been in poor health for a number of years, and death was caused by an acute attack of asthma and heart trouble. The deceased was seventy-six years of age.

Luther D. Bradley.

The pertinent cartoons which for years have featured the first page of *The Chicago Daily News* will appear no more, much to the regret of the thousands who admired them. Luther D. Bradley, the cartoonist who drew them, died suddenly at his home in Wilmette, Illinois, December 9.

Mr. Bradley, as an artist, was mainly self-taught. By toil and hard study he raised himself from the position of a comparatively amateurish draftsman to that of a cartoonist of the first rank, and that at an age when men are supposed to begin to go down

hill. It was only after a serious illness and after the European war had begun — in the past two years, in fact — that Mr. Bradley's genius reached the full stature of its power. His cartoons on the great war have made him internationally known and have been reprinted on many occasions in this country and in England. He insisted that every cartoon should carry a message, and he would not prostitute his genius by telling in line what he did not believe. His cartoons have been termed "pictured editorials."

Harry M. Wood.

Harry M. Wood, chief clerk for the United States Envelope Company, Springfield, Massachusetts, died at the Wesson Memorial Hospital in that city on January 7, at the age of fifty-nine.

Mr. Wood had been an employee of the United States Envelope Company since its organization in 1898. Previous to his identification with that company, he was for twenty years secretary of the W. H. Hill Envelope Company, and before that was employed as bookkeeper by the Whitcomb Envelope Company. Mr. Wood was, therefore, employed in the envelope business for more than forty years.

A. W. Thomson.

"'Booth' is dead." The sad intelligence of the passing of A. W. Thomson, who died at St. Vincent's Hospital, Indianapolis, Indiana, Sunday evening, December 31, will be received with deep regret by a wide circle of friends, especially among the members of the International Typographical Union.

Mr. Thomson was for years very prominent in the affairs of the union, where his interest in the welfare of the organization, his labor for the uplift of the men at the case and his genial, kindly manner earned for him the sobriquet of "Booth," suggested, no doubt, by the fact that, in his earlier years, Mr. Thomson performed before the footlights to the keen delight, we understand, of many audiences.

The chief joy of the deceased in life,

especially in his later years, was in laying out plans for the education of the apprentice and better opportunities for the beginners to learn the business, with a view to an ultimate higher standard of efficiency in the craft. He was chairman of the committee on apprentices of the parent body of the organization, a committee the work of which will be appreciated more as time goes on.

Mr. Thomson's home was in Cleveland, Ohio, where for years he was a proofreader on the *Evening Press*.

Thomas P. Nichols.

Thomas P. Nichols, one of the oldest active employing printers in the United States, died at his home in Lynn, Massachusetts, Monday, January 8. At the time of his death Mr. Nichols was eighty-seven years of age, and had been active in the management of the business of the Thomas P. Nichols & Sons Company, of which firm he was senior member, until one week before his death. Old age, aggravated by a severe shock, caused the death of this veteran of the craft.

Mr. Nichols graduated from the public schools of Lynn and became apprentice to John B. Tolman, publisher of *The Washingtonian*, a representative temperance paper of the time, in 1843. After becoming a journeyman, he was employed for a time by the New England Stereotype Foundry, where he helped to put "Uncle Tom's Cabin" in type from the original manuscript of Harriet Beecher Stowe. On May 5, 1855, with Nathaniel H. Stevenson, he purchased the book and job printing business of his brother, Nathan, the firm operating under the name of Stevenson & Nichols. Mr. Stevenson withdrew from the business in 1867, in which year, with Rufus Kimball and Abel G. Courtis, Mr. Nichols established the *Lynn Transcript*. Upon the attainment of their majorities, his sons, Frank H. and Fred H., were admitted to partnership in the business, which has grown from a small beginning to one of rather large proportions.

J. A. Morgan, Pioneer Cost Expert, Is Dead



HE hands and mind that have guided the work which has placed the printing industry in the front ranks and led many printers out of darkness and into the light have been taken from us. J. A. Morgan is dead. The full effect of these words probably will be realized more forcibly as time goes on. The work he was instrumental in starting,

and to which he has given unreservedly of his time and energy, will continue, but others must carry it on—he will not be here to guide it. That work, however, will go on as an ever-increasing memorial to his integrity, his fidelity, and his devotion to the industry.

It is a fitting testimonial to the greatness of the man that almost his last breath was used in advocating a further extension of the work that has meant so much to printers—the standardizing of methods of cost-finding.

Mr. Morgan was speaking before the Franklin-Typothetæ of Chicago, at its noonday luncheon in the Great Northern Hotel, on January 18, when he was stricken, death coming within a few minutes.

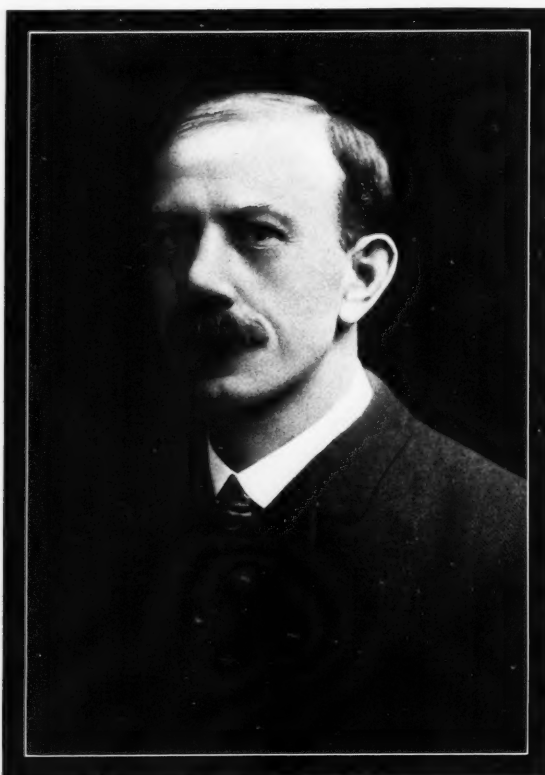
To get a full realization of the work done by Mr. Morgan, one must go back and review conditions existing in the printing industry prior to the first international cost congress, held in Chicago during October, 1909. These conditions, especially as regards the knowledge of costs of production, to a very large extent can be summed up in the one word, "chaos." It is due to the efforts of the American Printers' Cost Commission, created by that congress, in devising the Standard Uniform Cost-Finding System and placing it before the printers throughout the country, that conditions have been revolutionized. Mr. Morgan was appointed as the first chairman of the commission and retained that position until his death.

Regarding the work of the American Printers' Cost Commission, the following resolution was presented to, and unanimously adopted by, the annual convention of the United Typothetæ and Franklin Clubs of America, held in Atlantic City, New Jersey, last September:

"Few of our activities are of more interest and importance than the work of our Cost Commission. No organized effort in the history of printing has been more fruitful in tangible results than the study and dissemination of the facts and figures of costwork as expounded by this organization.

"We must not forget that this great work is carried on at the expenditure of much time and effort of our liberal and broad-minded colleagues, and therefore be it

"Resolved, That this association take this occasion to express its sincere appreciation of the willing and untiring service rendered by Mr. J. A. Morgan, the chairman, and the other members of the Cost Commission of the United Typothetæ and Franklin Clubs of America."



J. A. Morgan.

It was characteristic of Mr. Morgan that, when called upon for a talk during the third day of that first cost congress, and referred to as the one who, more than any other person, was responsible for the congress and the growing interest in cost systems, he should disclaim any credit, saying that his work was done in committee, passing the honors on to others.

That the Standard Uniform Cost-Finding System received the endorsement of the Federal Trade Commission was a source of great satisfaction to Mr. Morgan and his colleagues.

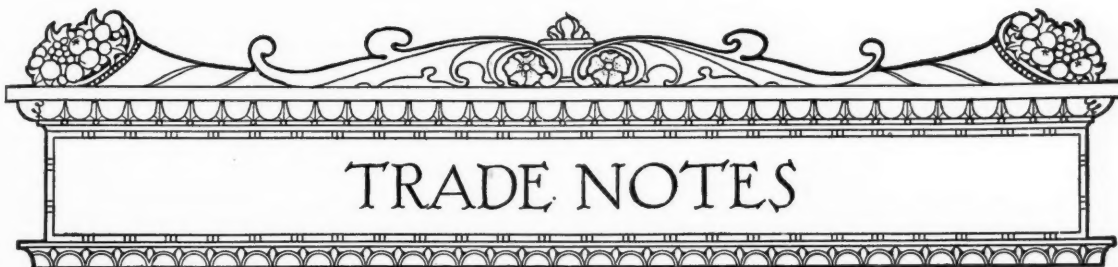
Mr. Morgan was born in Clinton, Illinois, on August 22, 1858, but had lived in Chicago practically all of his life. He received his early education in the public schools of Chicago. Leaving school he started to work for the Chicago, Burlington & Quincy Railroad, and later was with the Grand Trunk Railway.

He entered the printing business with his brother, C. H. Morgan, in 1884, remaining with the company until his death. He was married in 1890 to Miss Ella Welch, who, with one son and a brother, survives him.

His efforts in connection with the work of printers' organizations began with his entry into the Chicago Typothetæ in 1903. He became affiliated with the Ben Franklin Club of Chicago at the time it was organized, and later with the United Typothetæ and Franklin Clubs of America. He served as a member of the executive committee of this organization from the time of the amalgamation of the United Typothetæ and the Ben Franklin Clubs of America.

Funeral services were held from his late residence, 536 Englewood avenue, on Saturday afternoon, January 20, being conducted by Englewood Lodge, No. 690, A. F. & A. M., Rev. Charles M. Kessler, of the Covenant Baptist Church, participating. Interment at Mt. Hope Cemetery.

The high esteem in which he was held by his fellow printers was exemplified by the large number attending the funeral services, and by the many floral offerings.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Esleeck Manufacturing Company Elects New Officers.

At the annual meeting of the Esleeck Manufacturing Company, manufacturers of thin bond, linen, onionskin and manifold papers, held on January 6, the following were elected officers: President, A. W. Esleeck; treasurer, H. McN. Knickerbocker; vice-president, Irving N. Esleeck; secretary, William P. Perry.

Free Course in Proofreading and Typography.

The second term of the free course in proofreading and typography, conducted by the Stuyvesant Evening Trade School, Fifteenth street, near Fifth avenue, New York city, began Tuesday, January 2, 1917. The classes meet twice each week, evenings, and are made up of men and women engaged in the printing, publishing, advertising and allied lines. Arnold Levitas, a well-known authority on typography, is in charge.

S. H. Horgan with New House.

S. H. Horgan, editor of the Process Engraving Department of THE INLAND PRINTER and an authority on photoengraving, has resigned his position with F. A. Ringler & Company and joined the organization of The Ostrander-Seymour Company, of Chicago. He will represent the latter in the Eastern States, in the marketing of machinery and apparatus for photoengraving and processwork, electrotyping and stereotyping. The New York office of The Ostrander-Seymour Company is at 38 Park row, where communications designed for Mr. Horgan's attention should be addressed.

The Spickler Variable Liner.

The Spickler Liner Gauge Company, Philadelphia, Pennsylvania, announces important improvements in its variable liner and its liner gage. With the Spickler variable liner gage, exactness of slug lengths is assured. The company states that all slug sizes, from 4 to 26½ picas, and from five-point

body up, may be made, including product from recessed molds. Parts that are subject to friction are hardened, and provision is made for adjusting to compensate for wear. The gage sets lines standard to the Mergenthaler Linotype Company's product, and may be applied to each mold in a battery of machines. The warped-mold problem is successfully overcome by use of this liner. Full particulars may be had on request.

Eight Columns of Matter on Paper for a Seven-Column Page.

The high cost of paper has forced many economies on publishers, many of whom are busy scratching their heads for a way to offset the siege on their exchequers and the wearing down of their bank accounts.

Some publishers are cutting down the width of the columns in their papers to twelve picas, and the margins about the page, so that they can obtain eight columns of matter to the page and on the same size of sheet or roll as used for the seven-column size.

Rousseau Gabbert & Company, Riverside, California, manufacturers of chases, have brought out a new chase which makes it possible for the publisher to effect that change, and thereby increase his advertising revenue and permit of running a smaller number of pages when business is dull.

A Free Class in Advertising for New York.

A class in advertising has been established at the Murray Hill Evening Trade School, 232 East Thirty-seventh street, New York city. The course is intended to be a practical one, and is designed particularly for the ambitious printer who is not satisfied with the daily grind of typesetting and who desires to get into a new line of work for which his past training is a help. It is also designed to help young men working in stores which advertise and for all those engaged in work closely allied to advertising.

Actual work will be done in the preparation of advertising of all forms, special stress being laid on the layout of newspaper, magazine, street-car and poster advertising, the principles of design, color, typography and copy-writing.

Charles Francis to Lecture on Printing.

Charles Francis, the well-known New York printer, and an authority on matters pertaining to the printing business, has prepared a lecture, entitled "Fifty Years of Printing," which he will deliver at conventions and other gatherings of those interested in the graphic arts.

This lecture will be illustrated by moving pictures and stationary slides. With the films, he will explain the operation of a large plant, showing how the work is handled from receipt of the order to delivery of the finished product. The stationary slides will be utilized to throw on the screen reproductions of typographic work as done by periods for the past fifty years. The curve-line craze, the rule-twisting craze, the rage for filigree and fancy types, will be interestingly illustrated and commented upon.

Mr. Francis' wide experience, and the knowledge gained thereby, should make his lecture interesting and helpful at the same time.

Monotype Company Issues New Catalogue of Type-Faces.

The Lanston Monotype Company recently mailed to all owners of monotype machines, new loose-leaf catalogue pages, showing specimens of type-faces for which matrices are furnished, and which are to be used in the binder previously furnished by the company. The pages are admirably printed in colors, and the clear, sharp print of all the types emphasizes the meritorious qualities of monotype composition. Specimen pages, showing intricate rule and figure work, demonstrate the adaptability of the monotype to tariff work.

Banquet of Sales Staff of Columbian Colortype Company.

The second annual dinner of the sales force of the Columbian Colortype Company, Chicago, Illinois, was given in the clubroom of Kuntz-Remmler's restaurant, Saturday evening, Decem-

ber 30. In the sun parlor on the roof of the Waldorf-Astoria. The session will be closed with the annual banquet, vaudeville and dance on the evening of the seventh.

Members are privileged to invite those of their friends who are engaged

etc., thus enabling them to make a close estimate of the space that will be required before the copy goes to the compositor. It provides for all irregular spaces, ovals, circles, etc. With its aid copy can be made to fit the space, or the space to fit the copy.

Mr. Deinzer, who has devised the system and owns the copyrights, has been in charge of the layout division of one of the largest catalogue-houses in the country for a number of years. He will be glad to send full particulars regarding the system, or they may be obtained by addressing Xavier V. Coleman, selling agent, 4719 Warwick avenue, Chicago.

Illustration Photographed, Engraved and Printed "from Soup to Nuts."

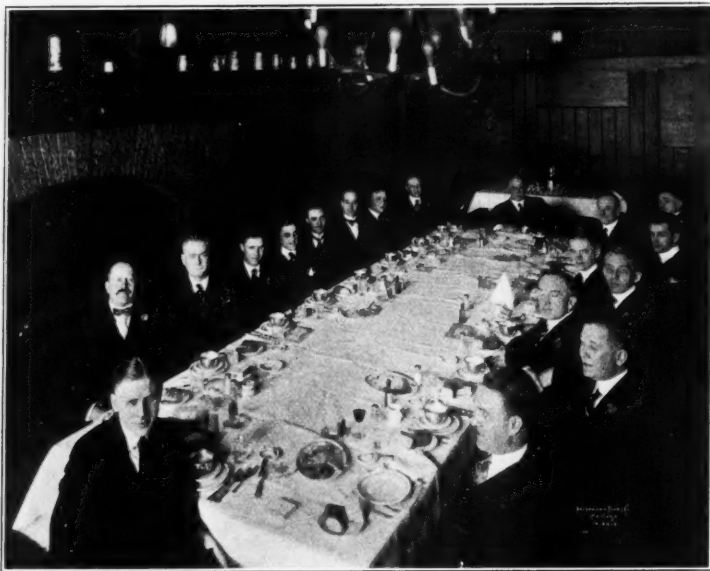
The standard units, "hours, minutes and seconds," are ordinarily used to indicate time. "From sunrise to sunset" gives one a fairly reliable idea, also. While "from soup to nuts," as an indication of time, is variable to a greater degree than either of the foregoing, all realize that it does not represent a very long period. It took just that long, and no longer, to take a flashlight photograph, develop the plate, make a print, make a half-tone plate from that print, print 700 post-cards from the plate and deliver them to the guests at the banquet of the Poor Richard Club, an advertising association of Philadelphia, on the evening of January 17. The stunt, it is said, "took the advertising men by storm."

The post-card was a souvenir presented jointly by Rowe Stewart, president of the club, and Gatchel & Manning, the Philadelphia engravers, who handled the work in all its details.

New Catalogue for the Intertype.

Bernard F. Chittick, who has recently returned to the Chicago branch of the Intertype Corporation, called at the office of THE INLAND PRINTER recently and presented the editorial department with a copy of the pretentious new catalogue of intertype machines. The book is printed in colors and describes in detail the various models manufactured by that company, and emphasizes, as well, the features which characterize intertype machines.

Considerable space is devoted to an explanation of the standardization of intertypes, which makes it possible to convert a single-magazine machine into a two or three magazine machine. It is stated that the expense of any one of these changes is only the differ-



Columbia Colortype Company's Sales Force at Second Annual Dinner.

George Schmidt, toastmaster, at head of table, in left foreground. Around table, from left to right: William McBean; John D. Scheffers; Thomas F. Haley; Louis Shapiro; D. J. O'Grady; Richard Kann; Herman Knutzen; Joseph L. Strauss, treasurer; Adolph Schmidt, president; Oscar Kahn, secretary; John A. Freeburg; Harold M. Salomon; Frank J. Gardner; Glen M. Campbell; Emil C. Nelson; Frank X. Huber; J. C. Kautenburger, general superintendent.

ber 30. After the dinner, talks were made by the following: J. C. Kautenburger, Harold M. Salomon, Richard Kann, Louis Shapiro and Dan O'Grady. A half-tone of the men who get the business to keep this large institution going is shown on this page.

National Paper Trade Association Meets February 5, 6 and 7.

The fourteenth annual meeting of the National Paper Trade Association of the United States, and of its Coarse Paper and Fine Paper Divisions, will be held at the Waldorf-Astoria Hotel, New York city, Monday, Tuesday and Wednesday, February 5, 6 and 7.

An interesting program has been arranged. The first day will be given over to registration, and all are requested to register at the headquarters room immediately upon arrival. The Coarse Paper and Fine Paper Divisions will hold their sessions separately, where discussions pertinent to their respective branches will be held. On the last day of the convention, at 2 P.M., the fourteenth annual meeting of the entire association will be held

in the paper business, either as manufacturers or jobbers. Tickets for the session are sold at \$8 per person, and are issued only to members and their guests.

In past years, only duly accredited members were entitled to vote at meetings of the association, but the by-laws have been amended so that any member of a constituent association may vote on any question coming before the meeting.

A New System of Copyfitting.

From S. J. Deinzer & Company, 1308 Wellington avenue, Chicago, comes the announcement of a new system of copyfitting for which the following claims are made: Copyfitting and space-estimating have been simplified to such a degree that any one possessing the charts and instructions comprising this system may in a few minutes determine the exact amount of copy to write to fill any given space. It also shows the layout man, printing salesman or composing-room foreman the exact size of type that any amount of copy will make as to number of lines,

ence in the cost between the two models involved, and that the work can be done in the composing-room in a very short time.

Those desirous of familiarizing themselves with the intertype should write any of the branch houses of the corporation for a copy of this new catalogue.

A New Rotogravure Press.

In a recent conversation with John F. Oltrogge, vice-president and general manager of the F. Wesel Manufacturing Company, a representative of THE INLAND PRINTER was advised that the company is now building a new rotogravure press, and will place it on the market very shortly. The press is being built to run at a minimum rate of 5,000 an hour, guaranteeing first-class work. It has patented features on it, one of which specially applies to the ductor, or blade, that regulates the ink. With this press, at its reasonable cost, it is expected that every large newspaper in the country will produce its own rotogravure work in the way of Sunday supplements and picturing the current events of the day.

A smaller press is being designed and built for the use of publishers in illustrating their books. This press, it is said, will prove a great boon to publishers. Where they now occasionally illustrate books with photogravure frontispieces, this press, because of the reduced cost, will enable them to print a larger number of illustrations, giving a similar effect.

Convention of Sinclair & Valentine Ink Salesmen.

The Sinclair & Valentine Company, manufacturers of inks and varnishes for printers and lithographers, believe in the exchange of ideas and the interchange of experiences. Once each year the salesmen of the company are called together in convention at the main office of the company in New York city for the purposes mentioned above and to promote closer harmony of interests between the house, the manufacturing plant and the salesmen. The 1916 convention, recently held, was featured by a number of interesting and instructive talks and considerable entertainment.

The speakers for the occasion were F. MacD. Sinclair, president; E. E. Sinclair, vice-president; J. S. Klein, superintendent; F. D. Van Amburg, editor of *The Silent Partner*, and others who made informal talks.

An interesting feature of the occasion was a schedule of personal interviews between President Sinclair, an

expert ink salesman, and each salesman. Every one in attendance was asked to offer any suggestions that he might consider of benefit to the selling organization.

About forty representatives of the company, from all parts of the United States, were in attendance.

In their pay-envelopes for the week ending December 23, all employees of the Sinclair & Valentine Company who had been with the company for six months or longer received a notice that they would be presented with an insurance policy for \$500, and that the amount would be increased by \$100 each year of employment until a limit of \$1,000 is reached. The company will pay all premiums on these policies as long as the men continue with it, but the policy of any one will be discontinued should he resign or be discharged for just cause.

Beck Engraving Company's Christmas Festival.

Pursuant to custom, the annual Christmas Festival of The Beck Engraving Company, of Philadelphia, was indulged in by employees, employers and guests at the Curtis Auditorium, Friday afternoon, December

Filia. The scenario and players for this moving picture were chosen by popular vote from the Beck employees. The Beck minstrels, a picture of which organization appears on this page, rendered some good songs in true minstrel style and engaged in witty repartee directed at those in the audience. The Beck Orchestra furnished the music for the occasion. This is the same orchestra that played for the engravers' banquet at the Bellevue-Stratford, in New York city, last June, but it has been considerably augmented since that time. It has the reputation of being one of the best amateur orchestras in Philadelphia.

Daniel Baker Joins the Monotype Staff.

The Lanston Monotype Machine Company has announced that Mr. Daniel Baker, who is too well known to the printing craft, both in the United States and Canada, to need any introduction, has accepted a position in its advertising department, where his duties will comprise editorial work and the writing of publicity literature.

That the services of Mr. Baker, who until recently was secretary of the



The Beck Minstrels, the Funmakers at the Christmas Festival of The Beck Engraving Company.

23. The occasion was the annual get-together of the entire Beck organization, and it is always one of merriment and good spirit.

An interesting program was given, prominent in which was the first showing of the Ledger Film Delphine and

Graphic Arts Board of Trade of Toronto, Canada, will be appreciated by users of the monotype and readers of its literature is without question, for his wide experience as a consulting printer, cost expert and developer of estimating, accounting and efficiency

systems particularly fits him for his new duties with the Monotype Company.

Mr. Baker's versatile pen has helped to make the columns of the various trade journals not only interesting to read, but helpful in actual shop practice and office management. While superintendent of one of the well-known plants in the East, his wide experience and natural ability brought him into close touch with printers' organizations. Desiring to devote his time entirely to organization work, he

He is the youngest member of the Minnesota Editorial Association.

Octogenarian Typos Meet and Discuss the "Good Old Times."

In a recent issue of *The Scottsdale Observer*, Scottsdale, Pennsylvania, we find the interesting news that Irwin Walthour, of the *Greensburg Tribune* force, who celebrated his eighty-second anniversary in September, called on George Row, active on the force of the *Observer*, and who passed the eighty-fourth mile-stone in October.

began to delve into the mysteries of the art preservative in the office of the *Greensburg Republikaner*, edited and owned by his father.

To work at the trade at the age of eighty-four in the same town in which he began to learn the trade is a record that will stand for some time, we are sure.

Duplex Printing-Press Company Increases Facilities.

The large illustration which appears on this page is not that of an auto-



New Erecting-Room of Duplex Printing Press Company, Battle Creek, Michigan.

accepted a position with the United Typothetæ and Franklin Clubs of America as assistant secretary, where his ability was manifest throughout the whole organization.

Change of Ownership of "The New Prague Times."

Announcement is made of a recent change in the ownership of *The New Prague Times*, New Prague, Minnesota. J. J. Leonard has sold his half-interest to Arthur J. Suel. The firm-name remains the Times Publishing Company and is now owned by John J. and Arthur J. Suel. The new member of the firm has been in the employ of the paper for the past three years, doing most of the editorial work.

The paper does not divulge any of the conversation between these "full-fledged, genuine, real" old-timers, but we will wager every detail of the "good old days" was gone over thoroughly. The *Observer* is of the opinion that its Mr. Row is the oldest printer in active service in the country, and he has already the distinction of being the oldest in the State of Pennsylvania. THE INLAND PRINTER does not recall any who have his record beaten, but if a distinction, yes, honor, is being given Mr. Row to which he is not entitled, the rightful owner of that distinction should step forward and claim his own.

The year 1839 seems a very long time ago, but in that year Mr. Row

mobile factory which turns out thousands upon thousands of automatic buggies a year. It is the new erecting-room of the Duplex Printing Press Company, Battle Creek, Michigan, designed and fitted especially to handle the flood of orders already received, and still coming in, for the New Series Model A, flat-bed perfecting press, which is manufactured by that company. Prosperity is indicated, and the fact that the press gives satisfaction manifested, by the long row of these presses in process of construction shown in this one room.

The Model A is a simplification of the regular and well-known flat-bed press, designed to take care of the work of the small daily and the larger

weekly papers, and to be sold at a price within the reach of the publishers of such papers.

President I. K. Stone advises **THE INLAND PRINTER** that more than twenty-five orders were placed for this machine before one was built, the buyers making their decision upon examination of the blue-print and description.

A New Bronzing-Machine.

Herman Ohl, Jr., 443 East One Hundred and Eighty-sixth street, New York city, has taken out patent papers

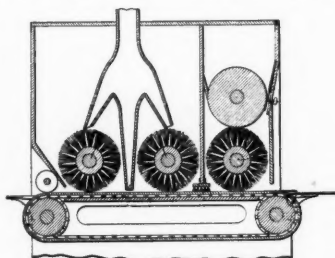


Diagram of a New Bronzing-Machine
Invented by Herman Ohl, Jr.

on a new bronzing-machine which, according to information furnished **THE INLAND PRINTER**, can be attached to any tape-delivery cylinder press, or which can be operated independently. He will be very glad to furnish details of its construction and operation to all who desire such information.

"Ezeflo" Metals for Composing-Machines and Stereotyping.

Barnhart Brothers & Spindler have recently issued a folder to advertise the line of metals prepared by their metal department and sold by all their branch houses. The folder is made up of valuable information for those who use metals in the printing industry. It might be well for those interested to write the branch nearest them for a copy of the folder, as well as any other information they may require on the subject. The manufacturers state that the metals are free from all foreign substances, flow freely at a low temperature, cast solid, and are of the quality and hardness that will produce a clean-cut, long-wearing slug, type or plate.

Banquet to Employees of "Brenham Banner," Brenham, Texas.

Following its custom of five years, the management of the *Brenham Banner*, Brenham, Texas, gave a complimentary dinner to its employees during the recent holiday season. After the dinner an interesting program, made up of short talks by representatives of the different de-

partments, from "front office" down to carrier boys, and musical numbers, was enjoyed by all. A Christmas tree, prominently placed in one corner of the banquet hall, added zest and interest to the occasion.

In his talk, Business Manager George Neu spoke of the good work done by the force during the year past, and made the interesting announcement that in the future all employees who have been with the house for a period of one year or more will be given a vacation on full pay.

This modern idea of coöperation between employer and employee is gaining new adherents every year.

Oldest Cooper-Hewitt Lamp Still Fit for Service.

After having been in constant use for eleven years, eight months and seven days, the oldest type of Cooper-Hewitt lamp in existence, while still fit for further service, has been returned to the manufacturer by Dr. E. L. Elmendorf, the celebrated traveler and lecturer. The "oldest living graduate" is shown in the accompanying illustration. It was returned with the original tubes, both of which are still in good working order, the vacuum being intact, though the glass was slightly discolored from use.

The work of the lamp has been in connection with the making of lantern-slides from photographic negatives, enlarging and reducing negatives, making small and large positives on glass or on paper, and for illuminating flowers, copies, maps, machinery; in fact, everything that Doctor Elmendorf wanted to photograph indoors. Since the lamp was installed he has given up entirely the use of sunlight for indoor photography. Moreover, whenever there was any very close work to be done in his machine-shop, like milling sprockets and spiral gears for motion-picture camera or projector, it was found that better work could be done for longer periods of time without eye-fatigue when the Cooper-Hewitt lamp was used; and by diffusing the light through the finest gauze the micrometer scales on the instruments of precision employed were very distinct and easily read without the use of a magnifying glass.

This outfit was in constant use during the entire period above stated, except during the summer months when the doctor was traveling. In the fall it was used on the average of fourteen hours a day; during the winter and spring from six to twelve hours a day, irregularly, depending

upon the amount of time Doctor Elmendorf could spare from his lecture work.

Only once during its period of use has the lamp gone out, and that was during a storm when the studio was struck by lightning. However, as the lamp was protected by five-ampere fuses it was not injured, and after new fuses were put in and the current turned on it worked as well as before.

The new "M" shaped tube furnished to replace the "Veteran" is made especially for photographic enlarging. Its shape enables the light to be concentrated behind the negative, and with two sheets of ground glass gives perfect diffusion for negatives up to 8 by 10 inches in size.

For years the ideal, a window of artificial light, has been sought for photographic-enlarging work. One that has a steady light without a flicker or variation; one that could be used without condensing lenses or many dense mediums to get diffusion.



The Oldest Type of Cooper-Hewitt Lamp in
Existence and Still Fit for Service.

As is generally known, the light from a Cooper-Hewitt lamp is particularly well adapted for photographic work, so that there need be no guessing about the exposure a plate of known speed should have. This fact, Doctor Elmendorf claims, has saved him at least two years' time out of the past twelve years of work, besides saving many thousands of plates that he lost when guessing at the time of exposure.

Philadelphia Craftsmen Elect Officers.

The regular monthly meeting of the Philadelphia Club of Printing House Craftsmen, which took place at the Hotel Bingham on Thursday evening, January 11, was of unusual interest.



Charles W. Smith,
President, Philadelphia Club of Printing
House Craftsmen.

Charles W. Smith, superintendent of the Keystone Type Foundry's printing department, was reelected president; John A. Harbison, superintendent of the William F. Fell Company, vice-president; Norman E. Hopkins, of the Beck Engraving Company, recording secretary, and Ray Miller, of the Curtis Publishing Company, was elected treasurer.

The next meeting of the craftsmen, Thursday evening, February 8, will be the eighth anniversary celebration of the club. There will be a special dinner, unique decorations, and the entertainment will be of the highest order. Delegations are expected from the New York and Baltimore Clubs of Printing House Craftsmen.

Big New Year Celebration by Employees of "The New York Evening Post."

As the last form goes to press for the year, the employees of *The New York Evening Post* engage in a celebration that is probably without a counterpart. The 1916 celebration, according to reports, was bigger and better than ever, and took place Saturday evening, December 30. As the big presses were grinding out the "last edition," men and women from all departments gathered in the composing-room, where bedlam broke loose.

After the riot, and on behalf of the management, Oswald Garrison Villard presented all employees of the mechanical departments with a life-insurance policy, and the gratitude of the workers was voiced by George Babbage, an old composing-room employee, in a response in which he stated that the gift was appreciated all the more because the increased cost of living made it difficult for one to lay by something for a rainy day. On behalf of the employees, he presented to Mr. Villard an engrossed resolution of thanks. It was, in fact, a veritable love-feast all around, and demonstrates the spirit of unity and fellowship which pervades the *Evening Post* establishment. An interesting musical program was also given.

News Items from The United Typothetae and Franklin Clubs.

The January meeting of the officers and Executive Council was held at national headquarters in Chicago, January 19 and 20. At these meetings the activities of the organization are discussed and the planning of future efforts directed. Many topics of importance to the printing and allied trades were gone over, and will be reported at a later date.

Secretary Joseph A. Borden addressed the printers of St. Paul and Minneapolis about the middle of January. The printers' supply men also heard Mr. Borden tell of the coöperative plan of activity of the national organization.

W. Van Hinkle, of headquarters' staff, is on an extended trip through the Southern States. He will stop at Little Rock, Nashville, Chattanooga, Knoxville, Birmingham and Atlanta and assist the printers with their organization.

F. W. Fillmore, chief cost accountant, visited in several cities in the Middle West during the month of January, supervising the cost-accounting work being done by the national organization accounting staff.

Cost Accountant T. W. McGlaughlin is assisting the printers of Duluth, Minnesota, in installing the Standard cost-finding system in their plants. In one of the plants of the members of the national organization he is doing advanced costwork in connection with the firm's accounting.

Eastern Representative C. A. Pearson is meeting with much success on the organization's three-year plan of activity, which he is presenting to the allied industries in the Eastern States.

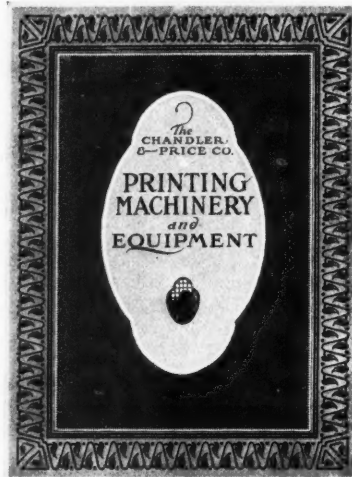
R. C. Jappe, cost accountant, is rapidly progressing with the installation

of cost systems in the plants of many of the Kansas City members. The genuine interest being manifested and the close coöperation afforded is a great help in the work.

The estimating department at headquarters has been rendering a valuable aid to many of its members in that its estimates, in numerous cases, help decide disputes that arise between customer and printer, where it is charged that the price is too high. These estimates, coming from the national office, help the member adjust the difficulties that might otherwise tend to destroy the customer's confidence. This feature of service is well worth investigation by non-members of the organization.

A New and Handsome Catalogue of Chandler & Price Presses.

THE INLAND PRINTER has received the latest catalogue of The Chandler & Price line of platen presses and equipment. It is an excellent example of high-grade printing and, being so well printed, is in itself a good advertisement for the presses. It was printed entirely on machines manufactured by that company. The cover-design is reproduced on this page and gives a good insight into the character



Cover-Design of New Catalogue Issued by
The Chandler & Price Co.

of the whole work. It was printed in two browns, yellow and black, on white stock, and represents an interesting and effective combination. Those contemplating the purchase of job-presses should write for this catalogue, using their business stationery for the correspondence. Address The Chandler & Price Company, Cleveland, Ohio, or any branch of the American Type Founders Company.

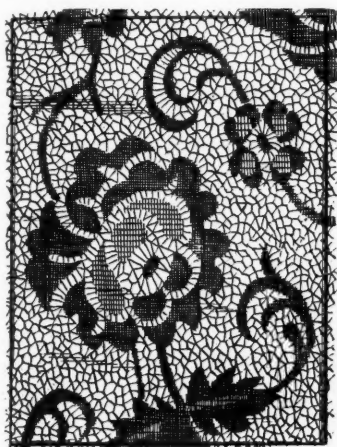
RECENT PATENTS

SUMMARIZED BY ALBERT SCHEIBLE, M.E.

As usual, a wide range of activity in the line of new developments is reflected by the recently issued patents relating to the graphic arts, of which the more striking ones have been summarized for us by a well known Chicago patent attorney. Unless otherwise noted, the numbers are those of the United States patents to which the abstracts relate.

Impression-Plates Simulating Lace, etc.

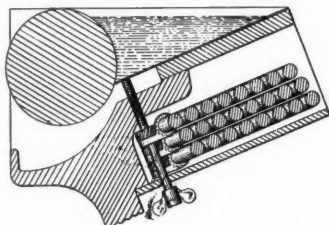
To imitate laces, designs of leather or the like, Samuel Geisman, of New York city, first lays the lace on a block of metal coated with a layer of wax,



then places over the lace a die having a design formed of numerous raised projections. This die is pressed down to force the lace into the wax, after which the surface of the wax is electroplated and backed. Patent No. 1,203,529.

Ink-Fountain Adjusting Means.

The inclined bottom of an ink fountain for a printing-press has a flexible

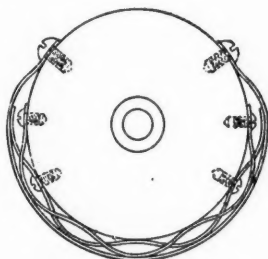


knife bearing against the ink-supply roller. This knife is supported by a row of screws which may be adjusted independently, so that the supply of

ink to different parts of the roller can readily be adjusted according to the requirements as indicated by the prints. Patent No. 1,202,531, assigned by C. R. Kaddeland to the Whitlock Printing Press Manufacturing Company, of Derby, Connecticut.

Intaglio-Plate Wiper.

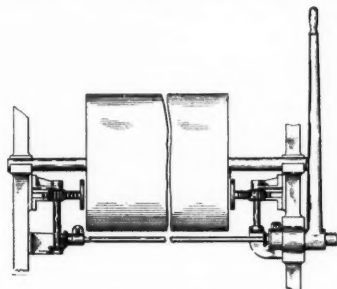
In this wiping-pad for intaglio dies and plates, the wiping paper is wrapped around a plate spaced from a



roller by a series of corrugated springs staggered with respect to each other. A. H. Lockington, of Bristol, and S. O. Needham, of Quorn, England. British Patent 9,658.

Centering Paper Rolls.

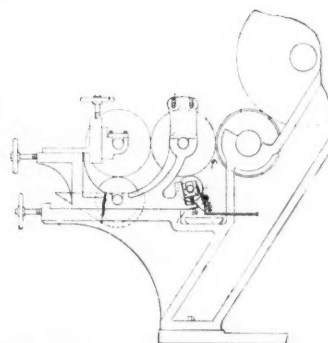
When a fresh roll of paper is placed on the press, the weight of the roll is utilized for centering the roll, there



being gage-plates which move simultaneously from opposite ends of the roll. Patent No. 1,208,419, assigned by Walser and Dresser to the Goss Printing Press Company, of Chicago.

Color-Transfer Set.

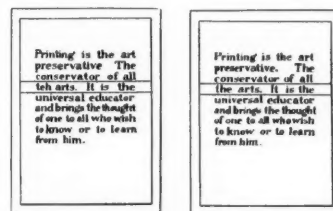
A doctor roll bears against the last delivery roll of a constant color transmission set and wipes the ink from it after color has been applied to the



printing roll and before fresh color is applied by the controlling roll. Eugene E. La Rose, Schuylerville, New York. Patent No. 1,203,017.

Making Printing-Plates.

Instead of dividing the galleys into page forms and making stereotype or electrotype plates from the type comprising each form, George R. Cornwall, of Rye, New York, makes the

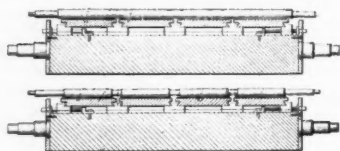


plates from copy printed or typewritten in column width on thin and highly transparent paper. The copy, which must be printed in a densely opaque ink or else rendered opaque by a bronze powder, is cut into page lengths and pasted on a transparent backing, such as celluloid. New lines are substituted for any incorrect ones, as shown in the illustration, after

which the matter is reproduced by transmitted light in the making of the printing-plate. Patent No. 1,207,506.

Plate-Printing Machine.

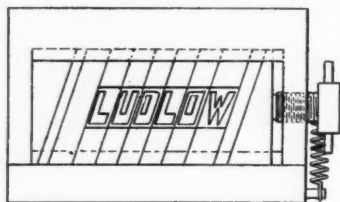
For planographic or lithographic presses in which a number of pages, spaced by margins, are to be printed at once and in which it may be desir-



able to change some of the plates quickly, Walter C. Scott, of Plainfield, New Jersey, uses a cylindrical roller only for the dampening. For the inking, he uses a roller reduced in size at the parts corresponding to the margins between the plates. Patent No. 1,206,929.

Casting Diagonal Type Bars.

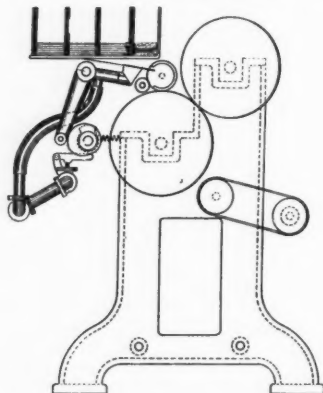
For casting lines of type in which the characters shall be inclined, as in italics, William A. Reade uses matrix



bars made on a slant and suitably clamped in a special holder. Patent No. 1,207,622, assigned to the Ludlow Typograph Company, of Cleveland.

Pneumatic Press Feeder.

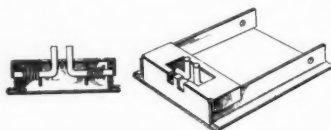
In printing paper bags or the like, James Duvall, of Camas, Washington, draws the bottom bag from the pile by



suction and pinches one edge of it between a slotted feed-roll and an idler roll. Patent No. 1,207,149.

Printer's Galley.

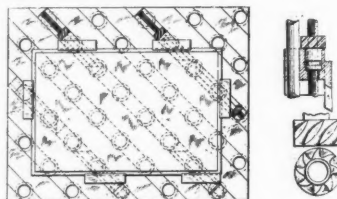
Besides providing springs for locking the end of the galley in any desired position, Alfred S. Orchard constructs this end so as to overhang the sides



of the galley and keep the sides from spreading, the body being also made of sheet metal. Patent No. 1,209,328, assigned to the Keystone Type Foundry of Philadelphia.

Printing-Plate Holder.

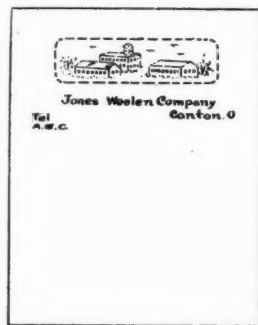
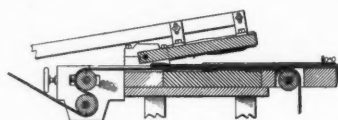
A holder in which the register hooks include gears having teeth cut diagonally of the axis of the gear. Patent



No. 1,208,721, assigned by C. F. Rockstroh, Jr., to the F. Wesel Manufacturing Company, of Brooklyn.

Intaglio-Plate Printing.

To obtain clear prints of both the illustrations and the reading-matter in intaglio printing, John E. Woodbury, of Worcester, Massachusetts,

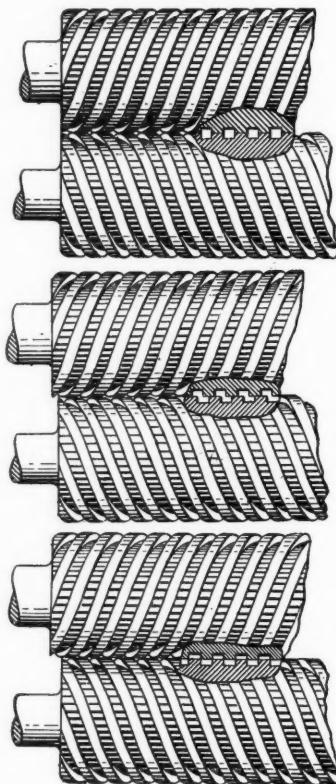


uses a dampened belt for moistening those portions of the sheet which are to receive the illustrative parts of the plate. The rest of the sheet, including the portion which is to receive the reading-matter, is kept dry, and any

excess of moisture is removed from the sheet before the imprint is made on the latter. Thus, one cut shows the moistened area on the portion of a letter-head which is to receive illustrations. Patent No. 1,209,098.

Method of Distributing Ink.

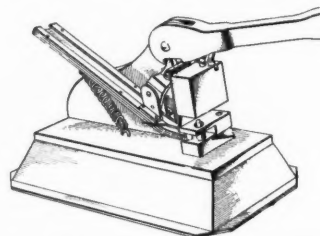
The same inventor, according to a patent applied for in 1910, uses ductor rollers having interrupted contact surfaces, and shifts these rollers as shown



in our cut for changing from maximum to medium and to minimum ink distribution. Patent No. 1,207,258.

Eyeletting Machine.

A hand machine which automatically feeds the eyelets into position



and which may also be used merely as a punch, is described in this patent by Charles A. Kutcher, of Sheridan, Wyoming. Patent No. 1,208,581.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

VOL. 58.

FEBRUARY, 1917.

No. 5

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company. When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

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IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Brems buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipzig, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

WANT ADVERTISEMENTS

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer free to classified advertisers.

BUSINESS OPPORTUNITIES.

FOR QUICK SALE—New, up-to-date job-printing plant in live city of 50,000 in northern Ohio, in prosperous farming and busy industrial district; neat and systematic plant doing \$12,000 business and growing; individual motors; getting Typothetae prices from thorough, yet simple, cost system; sell for \$6,000 (inventory); nothing for good-will; cash or equivalent; reasons for selling that convince; a bargain—so talk business. F 223.

OFFICIAL NOTICE—In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1917, are invited.

Specifications and conditions will be furnished on application to W. A. FRASER, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. Bldg., Omaha, Neb., and will be submitted at the first meeting in 1917 of the Sovereign Executive Council. It being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. W. A. FRASER, JOHN T. YATES, Supply Committee, Sovereign Camp, Woodmen of the World. Omaha, Neb. October 1, 1916.

FOR SALE—At less than cost, NEW 4-cylinder, 5-jobber (Colts) fully equipped bindery, monotype and Potter proof press in composing-room; life lease on building in heart of city of 80,000 very near Chicago; a wonderful bargain. Write A. M. BARR, 724 J. M. S. Bldg., South Bend, Ind.

FOR SALE—Rewinding and slitting business, with a large stock of paper and a good line of customers; good reason for selling. Address 452 Genesee st., Utica, N. Y.

FOR SALE—A job-printing business, established 20 years, in county-seat of 20,000 of Indiana; \$3,500; reason—age of owner. F 130.

OWING TO DEATH must sell small printing-plant doing fair business; Investigate. F 311.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

FOR SALE.

ROLL-FEED ROTARY PRESS with slitters, and adjustable feed and cut-off; sheet 24 by 28 to 2 by 28, speed 2,000 to 3,000 per hour; this machine can be used for many jobs of special printing. Send for circular. Large stock of 2-rev. and drum cylinders; large Autopress; 25 by 38 inch Brown job folder; 3/4 to 1/2 inch Boston wire-stitchers; 28-inch power punch; paper-cutters, jobbers and special machinery. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

FOLDER BARGAIN—Brown job folder, sheet range 6 by 7 to 19 by 25, folds 4, 8, 12, 16 and 32 page forms, has 5 sets folding-rolls, makes ordinary letter fold; splendid machine for plant desiring to install a folder, or for larger plant having a quantity of work within its range; in good-as-new condition; cost \$750, and will sell at a sacrifice. HYDE BROTHERS, Printers, Marietta, Ohio.

FOR SALE—Equipment of splendid one-camera engraving plant; this includes Royle machinery, 17 by 17 Levy camera with stand, Cooke lens and 11 by 14 Levy screens; a real bargain for cash. G. A. BETTS, care Capper Engraving Co., Topeka, Kan.

COTTRELL new series with fly and curtain delivery, size of bed 38 by 55; press being in very good condition, to be sold at a bargain. TWENTIETH CENTURY PUBLISHING CO., Inc., 504-510 Ludlow st., Philadelphia, Pa.

REBUILT PRESSES: Huber, 46 by 62, block bearing; Huber, 39 by 52, crank movement; Colt's Armory, 13 by 19 inside chase; Gordon Old Style, 10 by 15, 7 by 11. C. FRANK BOUGHTON, 17-23 Rose st., New York.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011; with 1 magazine, liners, ejector blades, font of matrices (for each machine). TRIBUNE PRINTING CO., Charleston, W. Va.

FOR SALE—Style E Harris offset press with automatic sheet and envelope feed; complete with "A-C" Kimble motor; very low price for prompt sale. THE J. W. BURKE COMPANY, Macon, Ga.

GOLDING PRESSES—8 by 12, 10 by 15, 12 by 18 and 15 by 21; they are practically new in condition and appearance; also all sizes cylinder presses; send for list. PRESTON, 49A Purchase, Boston.

FOR SALE—Monotype equipment, consisting of 2 keyboards and 2 casters; will sell separately if desired; bargain prices. WALKER, EVANS & COGSWELL CO., Charleston, S. C.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 638 Federal st., Chicago.

FOR SALE—00000 Miehle, 42 by 65 bed, 4-roller, 2-revolution, comparatively new and in first-class condition. GREELEY PRINTERY of St. Louis, St. Louis, Mo.

FOR SALE—One Brown folding-machine with Dexter feeder attached; range, 21 by 29 to 40 by 60. OTTO PUBLISHING CO., 4438 Elmbank av., St. Louis, Mo.

LINOTYPE—Model No. 1, Serial No. 2449; 1 magazine, mold, liners, ejector blades, assortment two-letter matrices. MURDOCH-KERR CO., Pittsburgh, Pa.

LINOTYPE—Model No. 4, Serial No. 11680; magazine, matrices, spacebands, liners and blades. WINSTON PRINTING CO., Winston-Salem, N. C.

LINOTYPE—Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. FORT WAYNE PRINTING CO., Fort Wayne, Ind.

FOR SALE—One Seybold Duplex trimmer; range, 3 by 6 to 12 by 18. OTTO PUBLISHING CO., 4438 Elmbank av., St. Louis, Mo.

FOR SALE—Copies of THE INLAND PRINTER for 15 cents; some bound volumes. J. A. BERGER, 4119 Lincoln av., Chicago.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

WHITLOCK TWO-REVOLUTION PRESS, size of bed 29 by 42, 4-roller; a big bargain. PRESTON, 49A Purchase, Boston.

LINOTYPE — Model No. 5, Serial No. 10412; magazine, matrices, etc. CON. P. CURRAN PTG. CO., St. Louis, Mo.

FOR SALE — A 3-Gordon plant, on North Side, Chicago; not a run-down place; reason — age of owner. F 315.

FOR SALE — One 48-inch Holyoke cutter. OTTO PUBLISHING CO., 4438 Elmbank av., St. Louis, Mo.

HELP WANTED.

Composing-Room.

WE HAVE A POSITION for a clever, adaptable compositor for work in connection with a service department in a large printing and lithographing plant; knowledge of types, effective display, proper balance and color values essential; must be a Canadian; no age limit, providing you can deliver the goods; address, stating qualifications, what money is expected and samples of work. THE MORTIMER COMPANY, LIMITED, Ottawa, Canada.

COMPOSITOR WANTED — Experienced in make-up on book and magazine work; accustomed to monotype composition; an excellent permanent position for first-class man; references. W. F. HUMPHREY, Geneva, N. Y.

WANTED — First-class non-union linotype operator who is also a first-class make-up and hand compositor. Apply, with references, to the QUEEN CITY PRINTING CO., Charlotte, N. C.

Instructor.

OPPORTUNITY TO TEACH — Requirements: College graduate or equivalent, 3 years' practical experience in printing business; subjects: English, practical mathematics. Apply to Director, NEWTON VOCATIONAL SCHOOL, Newtonville, Mass. State salary expected.

Managers and Superintendents.

WORKING FOREMAN with tasty ideas for Gordon shop specializing in commercial work; some knowledge of presswork necessary; must be neat workman and neat in appearance; union; permanent position; state full particulars in first letter. THE KEYSTONE PRESS, Streator, Ill.

FOREMAN WANTED — Chicago specialty-printing concern wants high-class man to take complete charge of plant; must be experienced in high-grade embossing, as well as colorwork; state in reply past experience and salary expected. F 333.

FOREMAN OF COMPOSING-ROOM WANTED — General line of commercial printing and bookwork; strictly first-class man only, and familiar with modern methods. Apply at once. McCOWAT-MERCER PRINTING CO., Jackson, Tenn.

Miscellaneous.

WANTED — Estimating, bookkeeping, making up charges for billing, superintending — all interest us (one of Chicago's largest and fine plants); one who combines experience in any two of these, and with good record, address F 323.

Proofroom.

PROOFREADER — Big shop, small city; steady employment. F 318.

Salesmen.

WANTED — Creative printing salesman for well-established catalogue-building establishment; a big opportunity for a clean, straightforward man of experience and ideas. THE REPUBLICAN PUBLISHING CO., Hamilton, Ohio.

Solicitor.

WANTED — Young advertising solicitor and copy producer who has had 3 years' newspaper experience or over; prefer young man who has made good in daily-newspaper work in a city under 100,000, and who desires to come to a larger daily paper; must be of good address and appearance, and of the best of habits; a progressive, ambitious and energetic man will receive good salary and rapid advancement; give full particulars in first letter. F 312.

INSTRUCTION.

LINOTYPE INSTRUCTION — 17 Mergenthalers; evenings; \$5 weekly; day course (special), 9 hours daily, 6 weeks, \$80; three months' course, \$150; 10 years of constant improvement; every possible advantage; no dummy keyboards, all actual linotype practice; keyboards free; call or write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-135-137 East 16th st., New York city.

MISCELLANEOUS.

WE ARE PREPARED to publish, buy and finance weekly and monthly publications of merit and established circulation. RED WING PRINTING CO., Red Wing, Minn.

THIRTEEN CENTS per pound for old type if shipped at once, in exchange for new material. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

SITUATIONS WANTED.

Bindery.

WANTED — Position as bindery foreman by practical, all-around man; 18 years' experience on blank-books and edition work; can figure on work, etc., and handle help to advantage; no objection to working foremanship. F 325.

PAPER-RULER, union, 15 years' experience, steady and sober; can estimate work and take charge if necessary; also have experience on automatic feeder; only a steady position will be considered. F 319.

Composing-Room.

UNION PRINTER — Age 44, married, over 20 years' all-around experience, including foremanship, composition (book and job), stonework, proofreading, estimating, etc., wants executive position in first-class plant; now employed as foreman in small city, but capable of filling better position; state salary. F 321.

FOREMAN MACHINIST-OPERATOR, thoroughly experienced all models linotypes, also first-class job and ad. compositor, now foreman and machinist-operator on morning daily, desires day situation; union; married; steady; will go any place; Western States or Canada preferred. F 332.

SITUATION WANTED as foreman or as ad., make-up or job man; 8 years' experience in the newspaper and job printing business; prefer extreme North or in the mountains; union, temperate, references; \$20 to start, with promise of advancement. F 320.

JOB COMPOSITOR, 28 years old, seeks a position in a well-equipped, exclusive job-printing plant in the Eastern States; I have had some experience on stonework and would like to get more experience in this line; union; at present employed. F 329.

MONOTYPE KEYBOARD OPERATOR, at present employed part time on machine and part on floor, desires steady position on machine; all-around printer; 27; married; references; temperate; reliable. F 296.

COMPOSING-ROOM FOREMAN, married man of 30, steady, reliable, wishes to take charge in New York city or vicinity; has held similar position; references. F 310.

Engravers.

I HAVE A NEW photoplanographic offset process which entirely eliminates transferring, saving both time and material; the largest offset plates can be handled with speed and accuracy, and the results are equal to the best photolitho work; I would like to correspond with some firm having a photolitho department or any other that might wish to use this process; I am a practical man and can lay out, operate and take complete charge of this department. F 324.

Managers and Superintendents.

SUPERINTENDENT-FOREMAN — Desires position as superintendent or foreman firm doing high-grade booklet and catalogue printing; connected with high-grade printing and engraving plants for years; fine layout and builder fine booklets, and produce at minimum cost; familiar with colorwork, up-to-date methods, good executive; reputation keeping plant moving and making money in composing-room; married; perfectly reliable; age 40. F 326.

PRESSROOM FOREMAN of exceptional executive ability seeks a position with a medium-sized printing-plant or private concern doing a good grade of catalogue and color work; this man is a practical, A-1 mechanic far above the average, with an experience of 18 years on the above grade of work, and has the ability to produce quality and quantity in the minimum rate of time with methods of self-adoption; married; no bad habits. F 210.

SUPERINTENDENT, not over 40 years of age, familiar with color-printing, offset, high-class composition, hand and machine, binding, die-stamping, on highest grade of work; must be competent estimator, layout man and diplomatic in handling of help; a position offering every desirable opportunity with one of the oldest advertising and printing houses in New England; references will be required. F 313.

MANAGER, possessing business and executive ability, originality and aggressiveness, seeks position to take entire charge of plant with view to producing best work at a profit; man of middle age and having had 27 years' actual experience with type, ink, paper and presses; Western States preferred; salary, \$3,000. Address, with full particulars, J. GEARY FOULK, 82 Pearl st., Springfield, Mass.

Megill's Patent SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

SUPERINTENDENT — Practical, efficient and economical; experienced in all departments; capable of taking entire charge of plant if necessary; thorough estimator and solicitor if required; desires connection with first-class house; can accept on short notice; state terms and requirements in first answer; best references as to character and ability, and reason for change. F 330.

SUPERINTENDENT desires position with progressive concern; *practical man* on high-grade color process, half-tone and color work; estimating, buying and planning; experienced also on offset and lithograph printing; ability to take entire charge of combination plant; location — preferably Pacific Coast. F 254.

COMPOSING-ROOM FOREMAN — Designing superintendent, thorough printer, 18 years' high-class composition, catalogue, publication, color work; advertising literature; 10 years foreman; ability to handle men; good systematizer; union. F 317.

MANAGER — Constructive, practical printer with ability and ideas seeks opportunity with plant capable of development; training includes both sales and production. F 328.

Office.

ACCURATE ESTIMATOR, cost accountant, experience office management, advertising, selling; 15 years with large plants all lines printing, binding and bank lithography; salary \$40; will go anywhere to good concern; no contract required, will make good any position. F 101.

Pressroom.

SITUATION WANTED by sober, reliable, above-the-average cylinder pressman with thorough experience on half-tone, color process, catalogue and commercial work as working foreman in small to medium size shop; non-union; age 35. F 309.

COMPETENT CYLINDER AND JOB PRESSMAN, efficient and coöperative; can cut stock and do ordinary bindery work; capable of taking charge of medium-sized pressroom; 14 years' experience; union. F 322.

FIRST-CLASS cylinder and platen pressman; first-class cut man, also color man; at present employed; has charge; standard wages expected. F 331.

CYLINDER PRESSMAN wishes steady situation in Middle Western States; experienced on the better class of work; references; union. F 42.

Proofroom.

PROOFREADER, high-grade, 7 years' experience printer and reader in first-class shops doing book and magazine work, wants position as foreman or reader where ability is required; science and language education; union. F 316.

WANTED TO PURCHASE.

WILL PAY CASH for 4 or 5 linotype magazines in good condition, for No. 5 machines only. KNIGHT PRINTING CO., Fargo, N. D.

WANTED — A good, secondhand electrotype cabinet; state capacity and cash price. F 314.

THE F. C. DAMM CO., 701 S. LaSalle st., Chicago, pays cash for used linotype machines.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

Brass-Type Founders.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Calendar-Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1917; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

Carbon Black.

CABOT, GODFREY L. — See advertisement.

Casemaking and Embossing.

SHEPARD, THE HENRY O. COMPANY, 632 Sherman st., Chicago. Write for estimates.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

KEYSTONE TYPE FOUNDRY — Paragon Steel riveted-braced chases for all printing purposes. See Typefounders.

Copper and Zinc Prepared for Half-Tone and Zinc Etching.

THE AMERICAN STEEL & COPPER PLATE CO., 101-111 Fairmount av., Jersey City, N. J.; 116 Nassau st., New York city; 610 Federal st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

Counting Machines.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Cylinder Presses.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Electrotypers' and Stereotypers' Machinery.

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. **THE INLAND PRINTER COMPANY**, Chicago.

Embossing Dies and Stamping Dies.

CHARLES WAGENFÖHR, Sr., 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

Gold Stamping and Embossing.

DEUSS, WILLIAM, & CO., 314 W. Superior st., Chicago. Index tabs and leather labels our specialty.

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GOLDING MFG. CO., Franklin, Mass. Our Hot Embosser facilitates embossing on any job press; prices, \$34 to \$77.

Job Printing-Presses.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

BARNHART BROTHERS & SPINDLER — See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

GOLDING MFG. CO., Franklin, Mass., Golding and Pearl.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

Numbering Machines.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Paper-Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown & Carver and Ontario.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

BARNHART BROTHERS & SPINDLER — See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

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Paper-Macerating Machine and Card Local Ticket Machinery.

BLOMFELDT & RAPP CO., 108 N. Jefferson st., Chicago. Paper-macerating machine for destroying confidential papers, checks, and all kinds of stationery; paper can be used for packing.

Photoengravers' Machinery and Supplies.

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Photoengravers' Metal, Chemicals and Supplies.

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Photoengravers' Screens.

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Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

PROCESS WORK — and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A.W. PENROSE & CO., Ltd., 109 Farringdon Road, LONDON, E. C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 133-135 Michigan st., Milwaukee, Wis.; 719-721 Fourth st., So. Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; 305-307 Mt. Vernon av., Columbus.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

Allied Firm:

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

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KEYSTONE TYPE FOUNDRY, originators and manufacturers of steel equipment for complete printing-plants. See Typefounders.

Printers' Supplies.

MECCA MACHINERY CO., 85-87 Adams st., Brooklyn, N. Y. Steel rules and case racks for printers; special machinery for printers, etc.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER — See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Printing Machinery, Secondhand.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Punching Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

KEYSTONE TYPE FOUNDRY — See Typefounders.

Rebuilt Printing-Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

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Static Neutralizers.

THOMPSON STATIC NEUTRALIZER eliminates electricity in paper. Sole manufacturers K. K. Dispeller. 805 Temple bldg., Chicago.

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A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also easy engraving method costing only \$3 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard. ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHR, 240 E. 33d st., New York.

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THOMPSON TYPE MACHINE CO., the Thompson typecaster, 223 W. Erie st., Chicago; 38 Park row, New York.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 23 S. 9th st.; Chicago, 210 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 602 Delaware st.; Minneapolis, 419 4th st.; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 92 Front st.; Spokane, 340 Sprague av.; Winnipeg, Can., 175 McDermot av.

KEYSTONE TYPE FOUNDRY, makers of printing type of quality, brass rule, printers' requisites and originators and manufacturers of steel equipment for printing-plants. Address our nearest house for printed matter — Philadelphia, 9th and Spruce sts.; New York, 38 Park pl.; Boston, 78 India st.; Chicago, 1108 South Wabash av.; Detroit, 43 Larned st., West; Kansas City, 10th and Wyandotte sts.; Atlanta, 24 South Forsythe st., and San Francisco, 638-640 Mission st.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

PERSONS' logotypes are an economical machine substitute. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

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AMERICAN TYPE FOUNDERS CO.— See Typefounders.

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The "New Era" Multi-Process Press

Fastest Flat Bed and Platen Press on the Market

Can be assembled to print in any number of colors on one or both sides of stock. Uses type or flat plates. Automatic Roll Feed. Great variety of operations. Once through the press completes job. Ask us to-day for literature and samples.

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THE ROGERS LOCKING QUOIN CANNOT WORK LOOSE
DELIVERED IN U.S.A.
\$1.75 PER DOZ.
E.B. ROGERS, 22 FOUNTAIN ST., ORANGE, MASS.



ANWAY Adjustable Job Press GRIPPERS

Save heaps of time and trouble on hand-fed Gordons and Miller feeders.

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Reorders mean satisfaction. Send for descriptive folders and partial list of users.

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Send for quotations and "SLEDGE HAMMER TEST" descriptive circular. It tells the story.

AMERICAN STEEL CHASE COMPANY

27 Beckman Street, New York, N. Y.

The Automatic Card Press

has demonstrated to many purchasers its profitable operation on card printing

DON'T Lose Money. DON'T

tie up large presses on small work. Install our hand or power Automatic Self-Feeding Card Printing Press. It prints 100 per minute, 6,000 per hour, perfect register for color work. Prints cards in sizes 1/2 x 2 inches up to and including 3 1/2 x 5 1/2 inches, and from 2-ply up. Let us send you our free booklet No. 5. Supply houses, get our trade discounts. S. B. FEUERSTEIN & CO., Patentees & Mfrs., 542 W. Jackson Blvd., Chicago



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PAPER STOCK

'Phone: Superior 3563 448 W. Ohio St., CHICAGO, U. S. A.

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Matrix slides for casting imprints on Linotypes are in use in over two thousand printing establishments. Send for circulars and get acquainted with imprint economy.

IMPRINT MATRIX COMPANY

Originators and Makers
CHARLOTTE, N. C.

OSCAR F. WILSON PRINTING CO., ROCKFORD, ILL.

BARRETT PTD. CO., ARLINGTON, KANS.

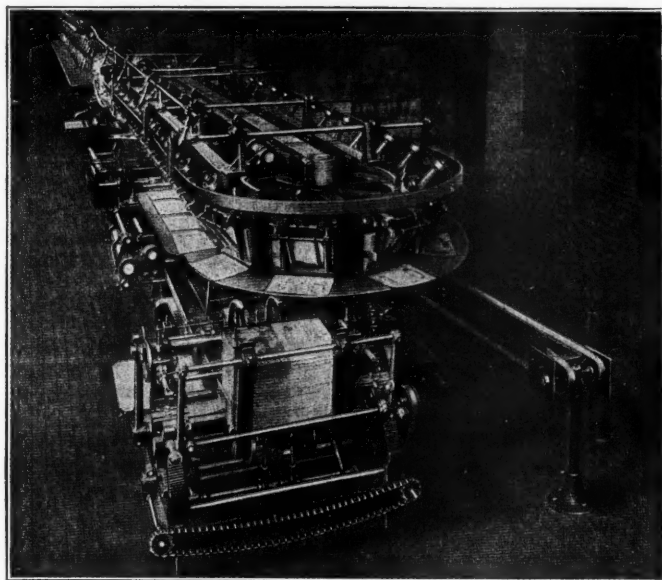
JOHN W. GRAHAM & CO., SPOKANE

EVANS PTD. CO. CO. RAPID

E. A. WRIGHT CO. PHILA.

BROCK-HAFFNER PRESS, DENVER

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The Juengst Machines

**Gather, Stitch, and Cover, or
Wireless Bind Books While
in Continuous Motion**

They have no equal for
accuracy, durability and
product.

They are protected by
broad basic patents and the
public is warned against
infringements.

If you want to reduce pro-
duction cost and know your
books are correct, write us.

No bindery is complete
without them.

American Assembling Machine Company, Inc.

(Successors to GEORGE JUENGST & SONS)

New York World Building, New York City

Factory: Croton Falls, New York

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LITHO INKS
VARNISHES
DRYERS
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Main Office and Factory: 603-611 West 129th Street, New York City

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CLEVELAND, O.

ST. LOUIS, MO.

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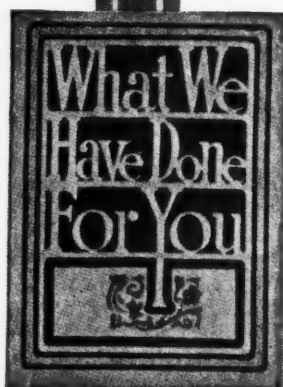
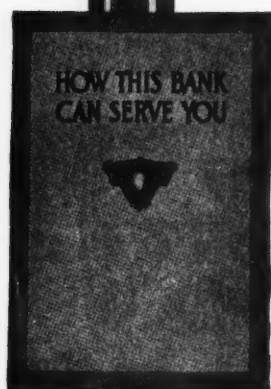
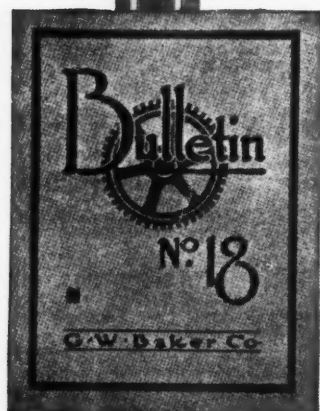
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CHICAGO, ILL.

TORONTO

BALTIMORE, MD.

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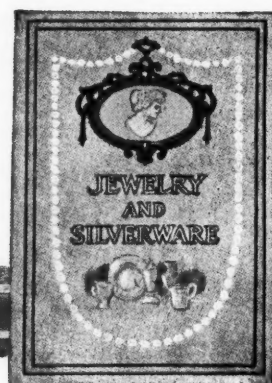
Practical

Every Printer Has Felt the Need

WE have made a new departure in Cover advertising. We have produced original catalog and booklet cover designs for many different lines of business. We have printed up actual covers as samples so that you can show bank work to a banker, shoe work to a shoe man, a clothing design to a clothing man, etc.

These printed samples are without exception examples of **PRACTICAL** printing. They represent good work, they show artistic designs and color schemes, but it is all the kind of work that any competent pressman can produce, the kind of work that the average

Hammermill Paper



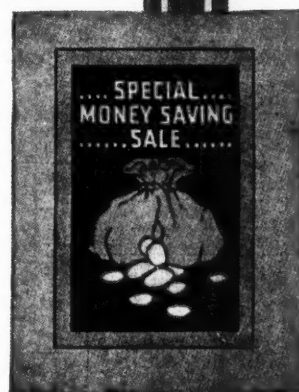
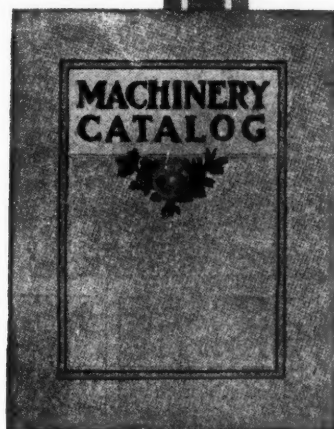
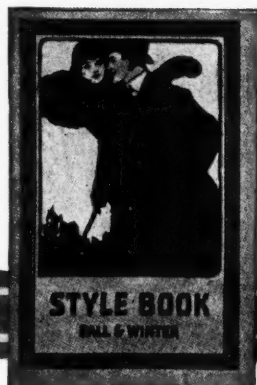
Samples

of Practical Samples of Cover

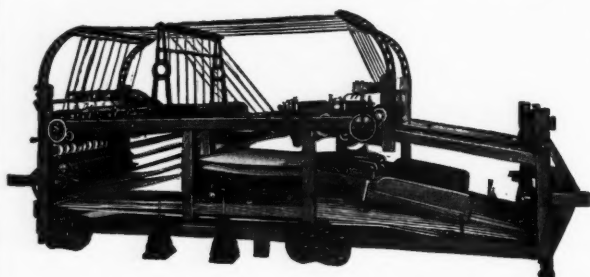
customer will pay for, the kind of work you can sell at a profit.

We have a wonderful cover. It is the strongest low-priced cover on the market. It isn't merely a good cover, it is the RIGHT cover to use for a big percentage of the catalogs and booklets you print. It has the Hammermill quality that always goes with the Hammermill name. It is the utility cover, practical and profitable for the printer. If you want practical samples of it to show your customers, samples that will help you sell more printing, send for the Hammermill Cover Salesman's Sample Portfolio.

Company, Erie, Penn.



This Low-Deck, Two-Side Ruling Machine



is for both striking and feint-line—can be changed from striker to feint-liner quickly—a most complete proposition.

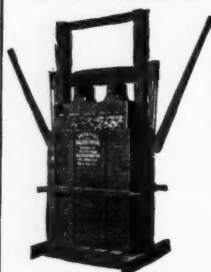
Note illustration showing details of construction. Unlike others, any make self-feeder can be attached.

Write for our new illustrated catalogue and price-list.

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

DO YOUR BIT



in the fight against the paper shortage by

Baling Your Waste Paper

Booklet 64F.

Sullivan Machinery Co.
Chicago New York

Blomgren Bros. & Co.

DESIGNERS
ENGRAVERS
ELECTROTYPERS

512 SHERMAN ST. CHICAGO



Illinois Electrotype Co.

Electrotypers Nickeltypers
Designers Engravers

314-318 South Canal Street, Chicago
Phones: Harrison 1000. Automatic 52964.

Manz Engraving Co.

Chicago

Works: 4015 Ravenswood Ave.
Sales office: 22 W. Monroe Street

Specialties: Lead mold steel-face electrotypes; color plates in Ben Day process; color plates in three-color process; color plates in quadruple-color process. Artists and designers for illustrations and covers. Half-tones and zinc etchings of quality. Correspondence solicited.



Don't Buy Solid Quads
ECONOMY QUADS
SAVE 25 PER CENT

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Always INSIST on your
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JUERGENS BROS. CO.

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166 W. Adams St. Chicago

All GENUINE Hempel Quoins and Keys

Except the "Monarch" Quoins



SOLD BY ALL REPUTABLE DEALERS

Manufactured exclusively by

H. A. HEMPEL

THE INVENTOR OF THE QUOINS
BUFFALO, N. Y., U. S. A.

There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The
J. F. W. Dorman Co.
Baltimore, Md., U. S. A.

We cater to the Printing Trade in making the most up-to-date line of Pencil and Pen Carbons

for any Carbon Copy work.

Also all Supplies for Printing
Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

THE TYPOGRAPHY of ADVERTISEMENTS

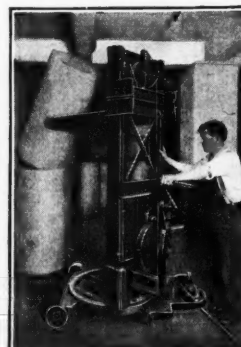
By F. J. TREZISE

"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate The Inland Printer on the work."

Professor Walter Dill Scott.

136 pages, 65 illustrations in two colors.
Price \$2.10 postpaid.

THE INLAND PRINTER CO.
632 Sherman Street, Chicago



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In the store-room or warehouse call for a

Revolator

Reg. U. S. Pat. Off.

Lifts and stacks heavy cases or rolls of paper quickly and safely. No friction. No heavy labor. No lost motion. Saves valuable floor space. Prevents accidents.

The Revolator may be used for stacking cases, boxes, crates, bales, rolls, barrels, hogsheads, etc.

Write for Booklet 1-36.

N. Y. Revolving Portable Elevator Co.

351 Garfield Ave., JERSEY CITY, N. J.

METALS

Linotype, Monotype,
Stereotype
Special Mixtures

QUALITY

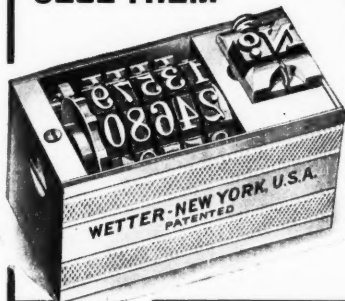
First, Last and All the Time

E. W. Blatchford Co.

230 N. Clinton St. World Building
Chicago New York

**ALL DEALERS
SELL THEM**

WETTER Numbering Machines



Are offered for your consideration on their productive capacity and lasting qualities. Under the severe pressure necessary to crush the fiber of hard paper and have the ciphers print plainly, they make a good impression, and on this basis they are the best value obtainable.

We have Models to suit all requirements from \$5 up

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N.Y., U.S.A.

Reduce Lost Time in the Pressroom

Every time a feeder climbs down from his press to get a new "lift" of stock, the press stops. Quite often it stops longer than is really necessary, as experience has shown, while he passes the time of day with some neighbor feeder. With a

ROUSE PAPER LIFT

he does not need to climb down—the stock is above the feedboard almost within his reach.

How to cut that waste is told in an attractive booklet, "Rouse Handling vs. Man Handling," which is sent free on request to

H. B. Rouse & Company
2214 WARD STREET, CHICAGO, ILL.



Since 1881

FOR thirty-six years The Ullman-Philpott Company has given the trade "Inks that Print" and print well.

The efforts of a seasoned, well-trained chemical staff have guided manufacturing skill thru present-day conditions and insured the trade of absolute dependence on the quality and uniformity of all inks under the Ullman-Philpott label.

The Ullman-Philpott Co.

Established 1881

4805 Lexington Avenue, Cleveland, Ohio

Save in Make-Ready

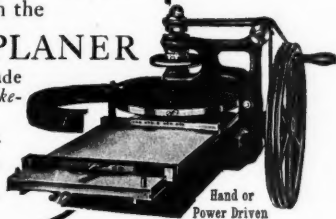
Avoid the delays incident to planing cuts down that are too high after the form is on the press. Send them through the

TYPE-HI PLANER

before the form is made up. Reduces cost of make-ready 75 per cent.

Thirty Days' Free Trial.

TYPE-HI MFG. CO.
Incorporated
Syracuse, N.Y.



Hand or
Power Driven

**Exclusively —
Cutting Machines**

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y.

Write

Please Mention THE INLAND PRINTER When Writing to Advertisers.



Established 1869

Treated Tissues

Manifold Train Orders, Transparent Stereotype, Manifold Papers, $4\frac{1}{2}$ lb. to 10 lb. Basis, 20 x 30. Carbon Papers for all purposes.

WHITFIELD PAPER WORKS
33 Sullivan Street, New York



THE PRODUCTIMETER

in printing plants all over the country is counting production with never-failing accuracy.

Send for one on 30 days' free trial. Attachments for any platen press.

Ask for new catalog No. 41

Durant Manufacturing Co., Milwaukee

ADD TO YOUR PROFITS

By Taking Orders for Bonds

Write for particulars to

ALBERT B. KING & COMPANY, Inc.

Bond Specialists

206 BROADWAY, NEW YORK



B. A. Wesche Electric Co.

327 E. Sixth St., Cincinnati, Ohio.

Manufacturers of Direct and Alternating Current Variable Speed Motors for all kinds of printing presses. Constant Speed Motors for paper cutters, etc.

Write for Information and Prices

Steel Die Stamping—Plate Printing

Wedding, Social and Business Stationery

IMPERIAL ENGRAVING CO.

Engravers to the Trade Exclusively

628-630 Chestnut Street

Philadelphia, Pa.

KEYBOARD PAPER

for the MONOTYPE MACHINE

COLONIAL COMPANY, Mechanic Falls, Me.

New York Office: 320 Fifth Avenue

New and Rebuilt Printing Machinery

Printers' Supplies Job Presses Folding Machines
Paper Cutters Electric Welding Cylinder Presses

R. W. HARTNETT CO., 50 N. 6th Street
Philadelphia, Pa.

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

Do not discard your Campbell Presses. We supply parts promptly for all the different styles and are sole owners of the shop rights. We carry all the original drawings and patterns and a large stock.

Works: Brooklyn, N. Y.

New York Office: Pulitzer Building

Avoid delay when needing repairs by sending orders direct to office.

CARBON BLACK

MADE BY

GODFREY L. CABOT, Boston, Mass.
940-942 Old South Building

ELF ECLIPSE (PN) ELF B. B. B. VULCAN MONARCH KALISTA

Hartford Printing Cutting and Presses

NATIONAL MACHINE CO.

111 SHELDON STREET
HARTFORD, CONNECTICUT



Riteway Numbering Machines

With Quick Set Gauges \$60.00

Anybody that has use for a hand numbering machine can afford to buy a Riteway, as it is possible to produce more work accurately than with any other single head machine built.

It is not a paging machine, but just right for checks, blanks, orders, tags, etc. 2 years' guarantee.

RITWAY MACHINE WORKS
525 Cherry St., Philadelphia, Pa.

"Roughing" for the Trade

We have put in a ROUGHING MACHINE, and will be pleased to fill orders from those desiring this class of work. Three-color half-tone pictures, gold-bronze printing, and, in fact, high-grade work of any character, is much improved by giving it this stippled effect. All work given prompt attention. Prices on application. Correspondence invited.

THE HENRY O. SHEPARD COMPANY

632 Sherman Street

Chicago



WHILE-U-WAIT

Rubber Stamp Making Outfits

Require only eight minutes to make rubber stamps. Will also make HARD RUBBER STEREOTYPES for printing. A few dollars buys complete outfit. Send for catalogue.

THE BARTON MFG. CO., 89 Duane St., New York City

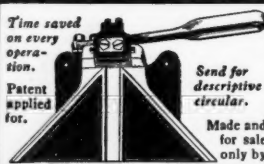
A DURABLE, ACCURATE COUNTER

\$5.00

**REDINGTON
MODEL "D"**

Sold by dealers everywhere.

in the **F. B. Redington Co.**
U. S. A. 112 S. Sangamon St., Chicago



ALWAYS-SET STATIONARY-GUIDES MITERING MACHINE

Approved and adopted by many leading printers throughout the country.

Shipped on Receipt of Price **\$13.50**

Made and for sale only by **F. J. BONN, 362 Pearl St., New York**

POLLOCK'S NEWS

You can reach 2,400 Editors and Publishers in the Northwest—the wide-awake ones—every month with your selling message, through the columns of Pollock's News. Send for sample and rate card. 710 TEMPLE COURT, MINNEAPOLIS



It's In the Make

Ample machine facilities is a good talking point for business, but the character of product depends upon the knowing how to "do things."

Perfect Made Plates Save Money in the Pressroom

We use extra heavy shell plates, which means long and perfect service. Too little attention is paid to the *shell* feature of the average electrotpe.

When once you try our *extra heavy shell*, you will use no other.

OUR LEAD MOULDING PROCESS is a dependable method of obtaining perfect reproduction and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

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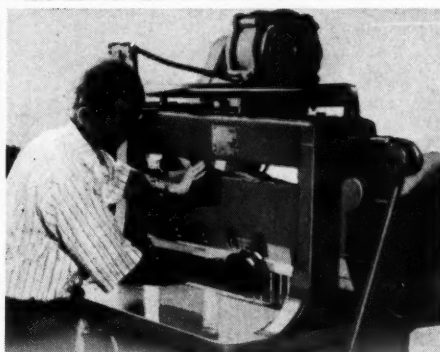
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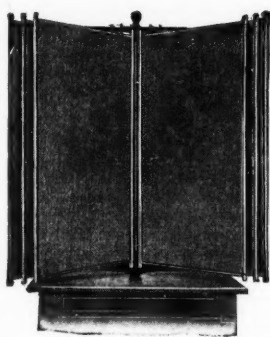
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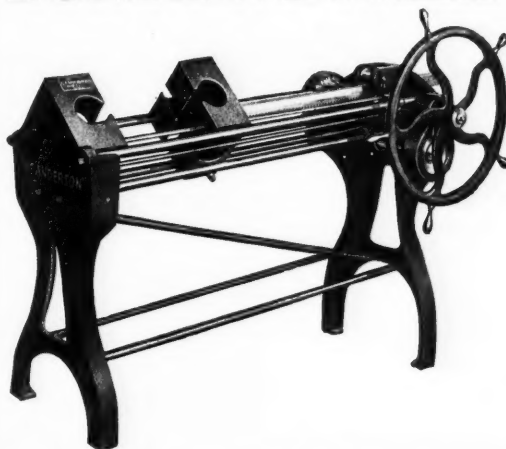
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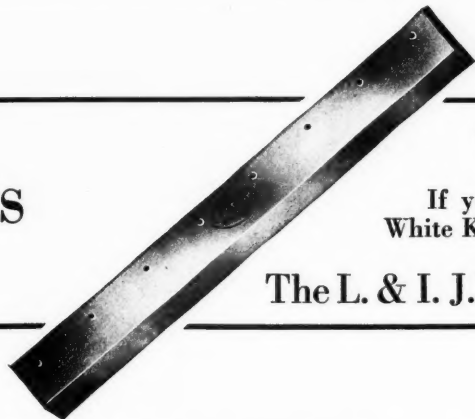
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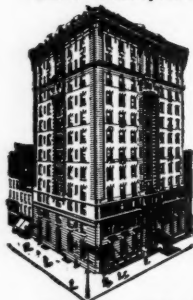
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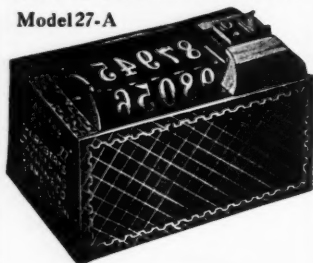
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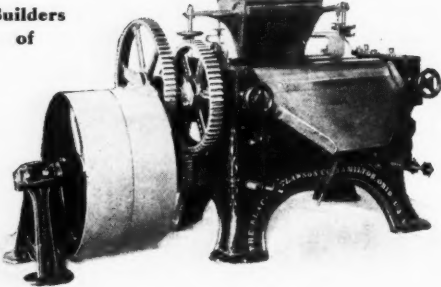
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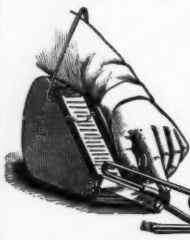
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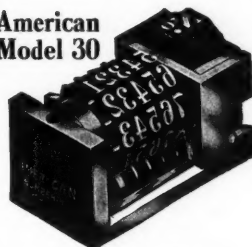
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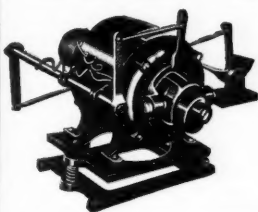
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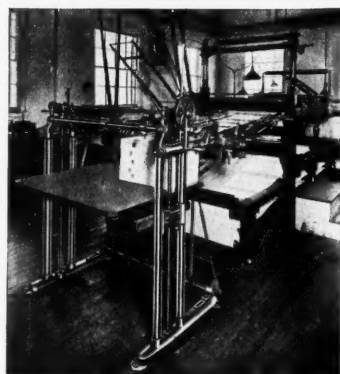
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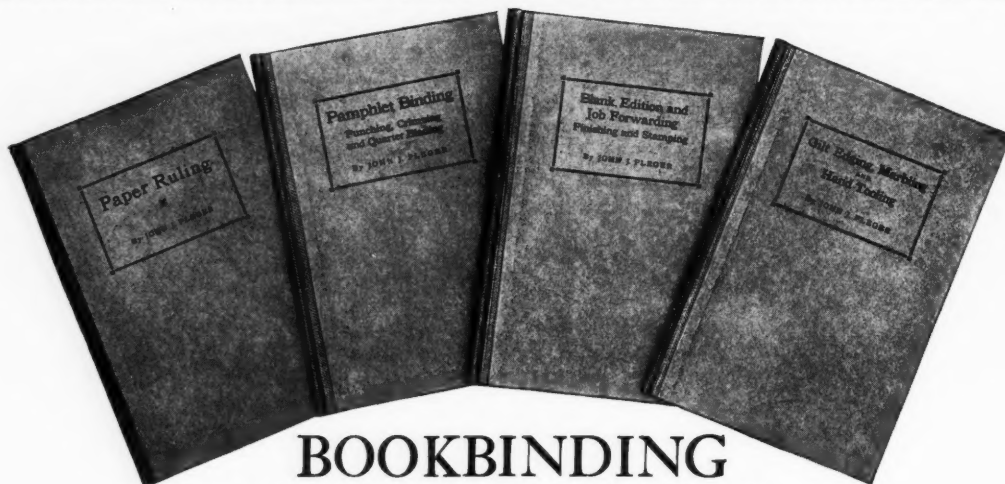
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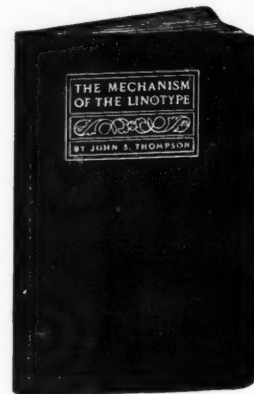
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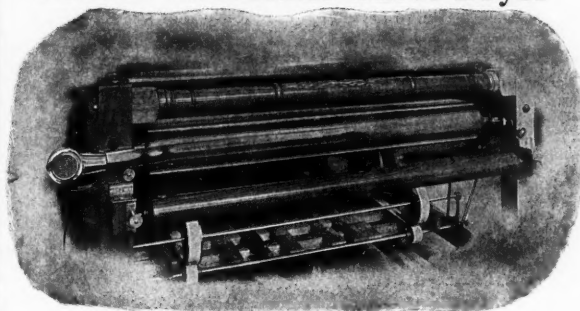
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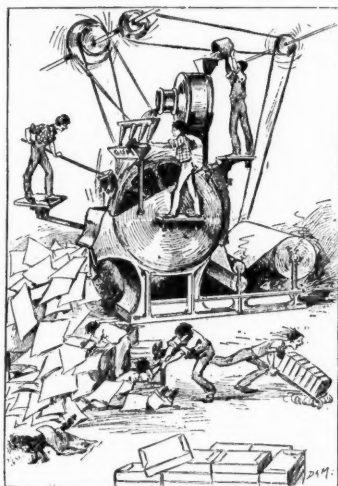
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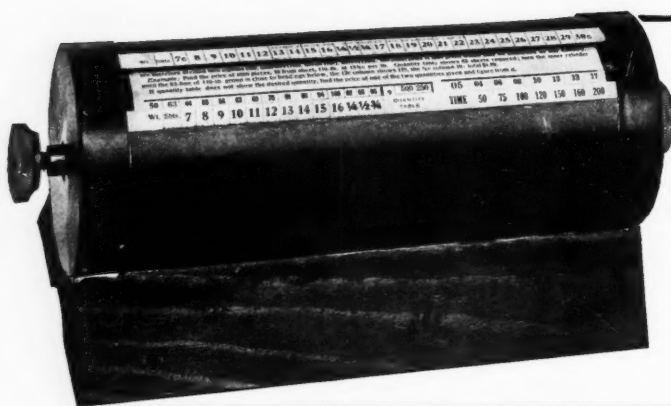
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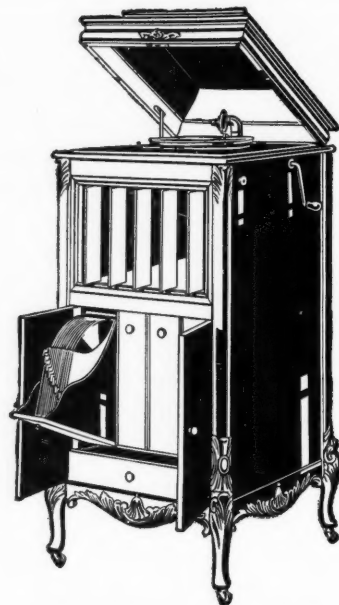
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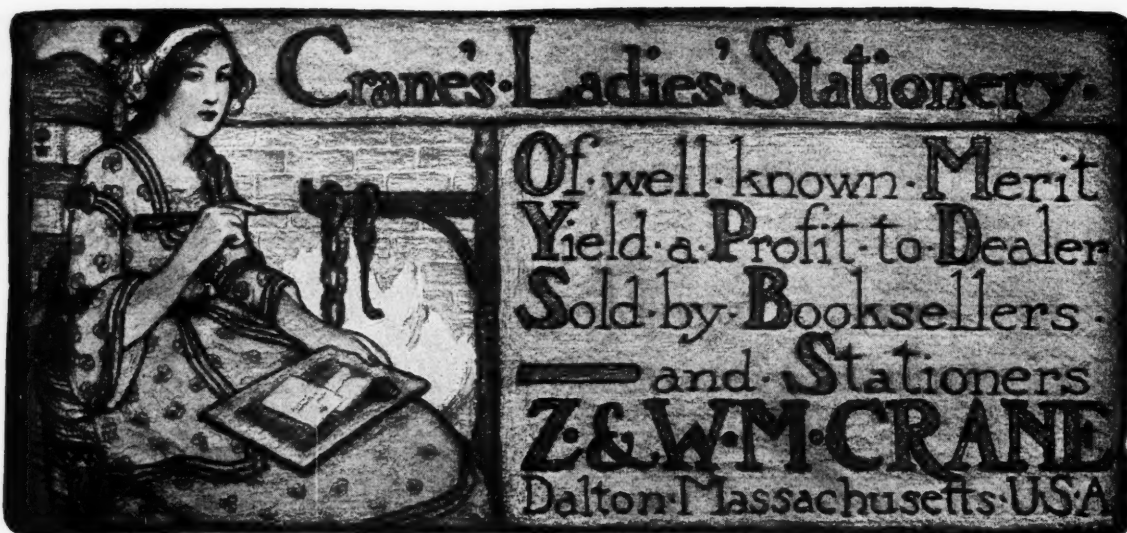
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